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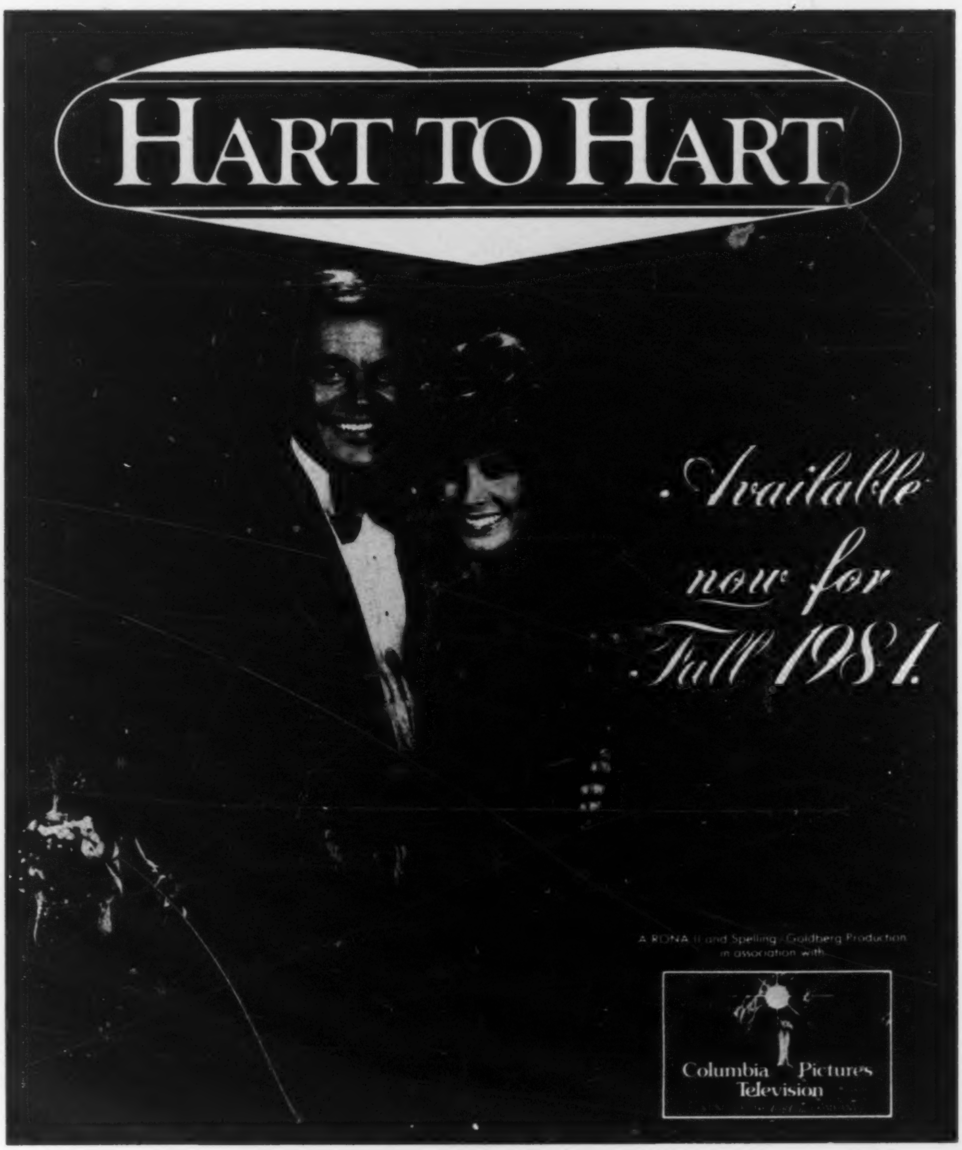
The Fifth Estate

Broadcasting ▱ Nov 7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Vol. 105 No. 19

Broadcasting ◼ Nov 7

Reagan trumps all aces on financial interest □ AMIP marketplace opens in Miami Beach □ USCI set to make DBS a reality in Indianapolis □

REAGAN HAND □ President steps into fin-syn fray, sending letter to Senator Wilson in support of two-year moratorium on changes in existing rules. **PAGE 31.**

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vice owned by four professional athletic teams, said he counts 35,000 paying subscribers compared with up to 50,000 estimated viewers using illegal decoders. Tom Thompson, president of STV of Greater Washington (D.C.), downplayed the importance of sports to the STV customer, and warned that pay-per-view sporting events could lead to dissatisfaction among the majority of subscribers who choose not to pay extra for such programing and are blacked out for the duration.

Much of Tuesday morning's MDS session was devoted to debate over how to make the best of that industry's uncertain economic and regulatory future.

Don Franco, president of Microband Corp. of America, disclosed his company has written off 20% of its anticipated revenues due to bad debts. "We have suffered tremendously," he confided. "In some cases, security deposits [for new MDS customers] may be necessary."

Al Parinello, vice president of programing for Graphic Scanning Corp., an MDS operator, challenged his colleagues to come up with a new pricing structure for multichannel services, arguing that "we are currently charging outlandish prices."

"Something must be done," he said, "so that MDS doesn't emulate STV in its current lackluster mode." Multichannel is essential to the survival of MDS, he continued, and all participants must cooperate in developing strategies for long-term operation.

"This is the beginning of a new era for MDS," Parinello declared. "We can increase our subscribership 50% in a year if we cooperate and make sound, sensible deals." Specifically, he called for readjustment of costs, increased marketing and a commitment "not to deal with unestablished companies."

Ed Milling, senior vice president of Taft Broadcasting, warned that MDS costs will increase substantially with multichannel operation, averaging at least $120,000 to $150,000 for each 10-watt system. After careful research, his company filed in less than 50 cities after analyzing the viability of multichannel MDS. "We feel like DBS is going to have a major impact on multichannel," he cautioned.

At a later Tuesday morning session, the director of Instructional Television Services for San Diego Public Schools, Henry McCarty, spoke for many ITFS operators when he warned that educational institutions now using microwave systems for instructional programing may be slow in leasing their channel capacity, as sanctioned under recent FCC action.

"We think it is too early to consider leasing space," he said, "We won't consider it for three to six months. We didn't agree with [the FCC decision] in the first place and want to have our needs met. We want a partnership that will be mutually beneficial for five years or more."

STV operators, meanwhile, grappled with the questions of marketing and programing during Tuesday sessions, which ranged in attendance from about 12 persons in the mid-morning to about 65 persons for the PPV session.

The so-called "barker channel," an unscrambled billboard running above the scrambled STV signal, brings in about half the new subscribers to the Reading, Pa., sys-

CBS wins its fourth week in five

CBS turned in another weekly win, its fourth out of five in the new season, in prime-time ratings for the week ended Oct. 30. CBS averaged a Nielsen rating/share of 17.9/28, while ABC-TV, which had taken week three with help from the World Series, placed second with 16.6/26 and NBC pulled in third with 15.0/24.

CBS won Monday, Thursday and Friday and tied with ABC for Saturday and Sunday. The ties meant that CBS, which once dominated Sunday night but is now losing its hold, had to share it this time with ABC, while ABC, which normally dominates Saturday nights, had to share this one with CBS. NBC won Tuesday—once an ABC fiefdom—and ABC won Wednesday.

There were two premieres, both on the drab side. ***Bay City Blues***, the much-heralded new entry in NBC's Tuesday-night lineup, lost more than 40% of its lead-in from ***A Team***, which at 24.8/37 was the week's highest-rated program; ***Bay City*** managed only 13.7/22, placing 53d among the week's 72 shows, and its second half-hour (12.8/21) did worse than the first (14.5/23). ***St. Elsewhere***, in its season premiere on NBC Wednesday night, averaged 14.6/24 and ranked 49th.

Bay City Blues trailed both ABC's ***Hart to Hart*** (16.4/27), directly opposite it in the 10-11 p.m. NYT period, and the CBS movie, ***First Affair***, which averaged 19.8/31 over its full two hours and ranked 12th for the week. On Wednesday, ***St. Elsewhere*** fell even farther behind its ABC opposition ***Hotel*** (24.1/40), which was the week's second-highest-rated program, but easily outscored the CBS Wednesday movie, ***Happy*** (10.2/16), which ranked 65th.

CBS won Monday night with strong performances from ***AfterMASH*** (21.7/31) and ***Newhart*** (20.1/29) and a still strong—although down from the week before—***Scarecrow & Mrs. King*** (18.9/28).

For the week, the three networks had a combined average of 49.5/78, down marginally from the week before (49.8/79.9) but up somewhat in rating from the comparable week last season (48.7/80). For the season to date, they are averaging 50.8/81 as against 51.0/82 in the comparable five weeks of 1982.

Outside of prime time, in the evening news race, all three network entries gained ground, presumably because of the violence in Beirut and the invasion of Grenada. ***CBS Evening News*** continued its long-held leadership, its average rating rising to 13.4 from 12.7 the preceding week. ***NBC Nightly News*** climbed to 12.0 from 10.6, and ***ABC World News Tonight*** to 11.0 from 9.7. Their combined ratings totaled 36.4, up 3.4 rating points, or 10% from the week before.

Rank	Show	Network	Rating/Share
1.	A Team	NBC	24.8/37
2.	Hotel	ABC	24.1/40
3.	60 Minutes	CBS	24.1/36
4.	Dallas	CBS	24.0/40
5.	Simon & Simon	CBS	24.0/38
6.	Magnum, P.I.	CBS	23.6/37
7.	Dynasty	ABC	22.9/36
8.	AfterMASH	CBS	21.7/31
9.	Killer in the Family	ABC	21.6/34
10.	Falcon Crest	CBS	21.3/37
11.	Newhart	CBS	20.1/29
12.	First Affair	CBS	19.8/31
13.	The Haunting Passion	NBC	19.7/30
14.	NFL Football Post	CBS	19.1/31
15.	Scarecrow and Mrs. King	CBS	18.9/28
16.	Facts of Life	NBC	18.7/29
17.	Fall Guy	ABC	18.6/30
18.	One Day at a Time	CBS	18.6/27
19.	Knots Landing	CBS	18.3/33
20.	Garfield on the Town	CBS	18.5/32
21.	Love Boat	ABC	18.1/30
22.	Hill Street Blues	NBC	18.0/32
23.	Cheers	NBC	18.0/28
24.	Great Pumpkin	CBS	17.9/30
25.	CBS NFL Football Game	CBS	17.9/29
26.	Knight Rider	NBC	17.8/26
27.	Family Ties	NBC	17.7/28
28.	Hardcastle & McCormick	ABC	17.7/26
29.	Jeffersons	CBS	17.6/26
30.	We Got It Made	NBC	17.2/27
31.	Private Benjamin	CBS	17.1/29
32.	That's Incredible	ABC	17.1/27
33.	Goodnight, Beantown	CBS	17.0/27
34.	Alice	CBS	16.6/24
35.	Hart to Hart	ABC	16.4/27
36.	Mama's Family	NBC	16.4/26
37.	Trapper John, M.D.	CBS	16.1/30
38.	Real People	NBC	16.1/26
39.	Gimme A Break	NBC	16.0/25
40.	NFL Monday Night Football	ABC	15.7/29
41.	Happy Days	ABC	15.5/23
42.	T.J. Hooker	ABC	15.3/26
43.	Webster	ABC	15.2/26
44.	Matt Houston	ABC	14.8/26
45.	Emerald Point N.A.S.	CBS	14.8/24
46.	Mississippi	CBS	14.8/22
47.	Motown 25 Years	NBC	14.7/23
48.	Ripley's Believe It Or Not	ABC	14.7/22
49.	St. Elsewhere**	NBC	14.6/24
50.	Just Our Luck	ABC	14.5/22
51.	Benson	ABC	14.2/25
52.	Three's Company	ABC	14.2/21
53.	Bay City Blues*	NBC	13.7/22
54.	Fantasy Island	ABC	13.3/23
55.	Lottery	ABC	12.9/22
56.	Diff'rent Strokes	NBC	12.7/22
57.	Disney's Halloween	CBS	12.7/22
58.	Silver Spoons	ABC	12.6/21
59.	Oh Madeline!	ABC	12.5/18
60.	20/20	ABC	12.2/20
61.	Boone	NBC	12.1/18
62.	Whiz Kids	CBS	11.6/19
63.	Manimal	NBC	10.9/18
64.	Trauma Center	ABC	10.4/16
65.	Happy	CBS	10.2/16
66.	Yellow Rose	NBC	10.1/17
67.	9 to 5	ABC	10.1/16
68.	Jennifer Slept Here	NBC	9.8/17
69.	First Camera	NBC	9.8/15
70.	Rousters	NBC	9.7/16
71.	Mr. Smith	NBC	8.3/15
72.	For Love And Honor	NBC	7.8/14

* New program-premiere episode

** Returning program-premiere episode

spinning off KYA to comply with FCC duopoly rules. It recently bought KSFO(AM) San Francisco (see above). Buyer, owned by Corp. of the President of the Church of Jesus Christ of Latter-Day Saints, is headed by Arch L. Madsen, president. It also owns four AM's, seven FM's and two TV's. (BAL 830823ES). Action Oct. 19.

■ KOWL(AM) South Lake Tahoe, Calif. (1490 khz, 1 kw-D, 250 w-N)—Granted transfer of control from KOWL Inc., to Sierra Broadcasting Inc. for $1.25 million. Seller is owned by John B. Parker and wife, Kathleen, who also own KIKI(AM)-KMAI(FM) Honolulu. Buyer is owned by James Swanson, president, who is Dallas-based investor with no other broadcast interests. (BTC 830810FR) Action Oct. 17.

■ KCEY(AM)-KMIX(FM) Turlock, Calif. (1390 khz, 5 kw-U; FM: 98.3 mhz, 1.6 kw, HAAT: 390 ft.)—Granted assignment of license from Behan Broadcasting Co. to Melvin Winters, Harry S. McMurray and F. Robert Fenton for $1.8 million, including noncompete agreement. Seller is headed by Dennis Behan, president. It also owns KCEE(AM) Tucson, Ariz., and KLMR(AM)-KSEC(FM) Lamar, Colo. Buyer McMurray has minor interest in Behan's other stations and will sell them upon approval of this sale. He also has interest in KATO(AM)-KXKQ(FM) Safford, Ariz., and KVRD(AM) Cottonwood, Ariz. Winters owns KNGT(FM) Jackson, Calif. Fenton has interest in KHSN(AM) Coos Bay and KOOS-FM North Bend, both Oregon, and KPLS(AM) Santa Rosa and KMYC(AM)-KRFD(FM) Marysville, both California. (BAL 830830FS) Action Oct. 19.

■ KCMN(AM) Colorado Springs (1530 khz, 1 kw-D, DA)—Granted assignment of license from Mountain Center Broadcasting Corp. to Craddock-Chapman Communications Inc. for $147,500. Seller is owned by Center Group Broadcasting, headed by Stephen Adams. Adams also owns WRTH(AM) Wood River, Ill.; KEZK(FM) St. Louis; WTWN(AM)-WLAV-FM Grand Rapids, WGTU(TV) Traverse City, and satellite WGTQ(TV), and WILX-TV Lansing, all Michigan. He recently bought, subject to FCC approval, WWLP(TV) Springfield, Mass.; WKEF(TV) Dayton, Ohio, and KSTU(TV) Salt Lake City for $47.3 million (Broadcasting, Aug. 29). Buyer is owned by Russell R. Chapman, president (50%); J.B. Craddock (45%), and Edward P. Rankin (5%). It has no other broadcast interests. (BAL 830906EN) Action Nov. 7.

■ KTVS(TV) Sterling, Colo. (CBS primary, ABC secondary, ch. 6, 60.6 kw vis., 6 kw aur., HAAT: 760 ft.)—Granted assignment of license from Wyneco Communications Inc. to Burke Broadcasting Co. of Cheyenne, as part of multistation deal, for $9.7 million (see KSTF[TV] Scottsbluff, Neb., below). (BALCT 830830KG). Action Oct. 14.

■ WEIC-AM-FM Charleston, Ill. (1270 khz, 1 kw-D, 500 w-N; FM: 92.1 mhz, 2.2 kw, HAAT: 140 ft.)—Granted assignment of license from Macomb Broadcasting Co. to Com-Sat Communications Inc. for $650,000. Seller is owned by Ernest Huls, president (70%), and William A. Earman (30%). Huls has also sold his interest in WKIO(FM) Urbana, Ill. (see below). Buyer is owned by Stephen H. Garman, president. He is general manger of WEIC-AM-FM. (BAL 830825HG,GG). Action Oct. 19.

■ WKIO(FM) Urbana, Ill. (103.9 mhz, 3 kw, HAAT: 145 ft.)—Granted transfer of control of Macomb Broadcasting Co. from Ernest Huls (70% before; none after) to Macomb Broadcasting Co. (30% before; 100% after). Consideration: $600,000. Seller is principal of company selling WEIC-AM-FM Charleston, Ill. (see above). Buyer, William A. Earman, already owns 30%. (BTCH 830825HI). Action Oct. 19.

■ KAPB(AM)-KWLB-FM Marksville, La. (1370 khz, kw; FM: 97.7 mhz, 3 kw, HAAT: 204 ft.)—Granted assignment of license from Avoyelles Broadcasting Corp. to Kenneth W. Sasso for $260,000. Seller is owned by Guy C. Billups Jr., president (90%), and Chester Coco (10%). It has no other broadcast interests. Buyer has been broadcaster for 20 years at various stations, including WWL(AM) New Orleans, and is owner of New Orleans-based talent placement company. (BAL 830829FF) Action Oct. 19.

■ WGAN-AM-FM Portland, Me. (560 khz, 5 kw-U; FM: 102.9 mhz, 100 kw, HAAT: 1,460 ft.)—Granted assignment of license from Gannett Broadcasting Services to Taylor Communications of Maine Inc. for $3.1 million. Seller is Portland-based owner of four AM's, five FM's, three TV's and five newspapers in Maine. It is headed by Jean Gannett Hawley, president. Buyer is headed by John J. Taylor III. It also owns WCOD-FM Hyannis, Mass. (BAPL 830818GV, BALH 830818GW). Action Oct. 14.

■ WSMW-TV Worcester, Mass. (ch. 27, 513 kw vis., 102 kw aur.; HAAT: 1,531 ft.)—Granted transfer of control of SIBOS Inc. from Melvin Simon and others (100% before; none after) to Central Massachusetts Television Inc. (none before; 100% after). Consideration: $8 million. Sellers are Melvin Simon, president (45%); his brother, Fred Simon (10%), and Irwin Katz as trustee of the Herbert Simon Trust (45%). It also has interest in new TV at Indianapolis. Buyer is headed by Nolanda Hill, president, who is 35% owner of KNBN-TV Dallas. (BTCCT 830901KE) Action Oct. 18.

■ KLFM(FM) Great Falls, Mont. (92.9 mhz, 100 w, HAAT: 450 ft.)—Granted assignment of license from Northern Sun Corp. to KLFM Inc. for $475,000. Seller is owned by Bill Reier, president. It also owns KBOZ-AM-FM Bozeman, Mont., and is applicant for new FM at Billings, Mont. Buyer is principally owned by William J. Luzmoor III (70%). It also owns KEIN(AM) Great Falls. (BALH 830824HE) Action Oct. 14.

■ KSTF(TV) Scottsbluff, Neb. (CBS primary, ABC secondary, ch. 10, 240 kw vis., 24 kw aur., HAAT: 840 ft.)—Granted assignment of license from Wyneco Communications Inc. to Burke Broadcasting Co. of Cheyenne for $9.7 million. Seller is owned by Lamb Enterprises Inc., Toledo, Ohio-based company, headed by Edward Lamb, chairman. It also owns WICU-TV Erie, Pa. Buyer is owned by A.T. Burke, president (97.9%) and K. Dillon Schickli (2.1%). Burke is Longview, Tex.-based president of bottling company. He has no other broadcast interests. (BALCT 830830KF) Action Oct. 14.

■ WHEC-TV Rochester, N.Y. (CBS, ch. 10, 316 kw vis., 39.8 kw aur.; HAAT: 500 ft.; KDIA 1310 khz, 5 kw-U DA-1; 1070 khz, 50 kw-D. 5 kw-N DA-2)— Granted assignment of license from Broadcast Enterprises National Inc. to Viacom International Inc. for $24.5 million plus swap of Viacom's KDIA(AM) Oakland, Calif., and WDIA(AM) Memphis to BENI. Seller, based in Philadelphia, is principally owned by Ragan A. Henry, president. It owns WPDQ(AM) Jacksonville, Fla.; WAOK(AM) Atlanta; WTLC(FM) Indianapolis; WITH(AM) Baltimore; WBLZ(FM) Hamilton, Ohio, and WJAS(AM) Pittsburgh. Buyer, based in New York, is publicly traded company headed by Ralph M. Baruch, chairman. It is broadcast group owner, cable MSO and major program distributor. It recently bought KSLA-TV Shreveport, La. (Broadcasting, April 18). (BALCT 830826KG) Action Oct. 17.

■ WYNC(AM) Yanceyville, N.C. (1540 khz, 1 kw-D)—Granted assignment of license from Bright Leaf Broadcasting Co. Inc. to Ansum Broadcasting Cop. for $80,000. Seller is headed by Robert E. Johnson, president, who has interest in WYAK-AM-FM Surfside Beach/Garden City, S.C. Buyer is owned by Wilbur W. Brann, president; A. Thomas Bowes, Robert L. Dixon and T. Elmo Mitchell (25% each). Brann is director of operations and engineering for TV at Durham Life Broadcasting Inc. (BAPL 830829FH). Action Oct. 19.

■ WDIA(AM) Memphis (1070 khz, 50 kw-D, 5 kw-N, DA-2)—Granted assignment of license from BENI Broadcasting of Memphis Inc. to Viacom Broadcasting Inc. Part of package deal (see WHEC-TV Rochester, N.Y., above). (BAL 830826KH) Action Oct. 17.

Summary of broadcasting
as of July 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,723	162	4,885
Commercial FM	3,458	422	3,880
Educational FM	1,101	163	1,264
Total Radio	9,282	747	10,029
FM translators	693	403	1096
Commercial VHF TV	536	9	545
Commercial UHF TV	321	191	512
Educational VHF TV	112	5	117
Educational UHF TV	171	20	191
Total TV	1,140	225	1,365
VHF LPTV	168	84	252
UHF LPTV	48	69	117
Total LPTV	216	153	369
VHF translators	2,786	235	3,021
UHF translators	1,825	372	2,197
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WNPC(AM) Newport, Tenn. (1060 khz, 1 kw-D)—Granted assignment of Newport Broadcasting from Millard V. Oakley to WNPC Inc. for exchange of ownership interest. Seller is owned by Millard V. Oakley (51%) and WNPC Inc. (49%). WNPC Inc. is owned by Edward M. Johnson (66⅔%) and Carroll Wayne Harris (33⅓%). Johnson is trading his 49% interest in WCSV(AM) Crossville, Tenn., to Oakley who will then own 100% of WCSV. In exchange Oakley will transfer his interest in WNPC to WNPC Inc. Oakley has interest in WREA(AM) Dayton, WLIV-AM-FM Livingston, all Tennessee, and WKXN(FM) Greenville, Ala. He is also applicant for six new TV's, new FM at Killeen, Tex., and 72 LPTV's. Buyer is owned by Johnson (49%), owner of communications consulting firm in Knoxville, Tenn., and Harris (51%), general manager of WNPC. Johnson has interest also in WREA, and in WTNR(AM) Kingston, and 15 LPTV's. (BAL- 830822ET) Filed Aug. 22.

■ WNPC(AM) Newport, Tenn. (1060 khz, 1 kw-D)—Granted transfer of control of WNPC Inc. from Edward M. Johnson (66⅔% before; 49% after) to Carroll Wayne Harris (33⅓% before; 51% after) for $79,500 note payable on demand. Seller and buyer are principals in above ownership change—which this transfer of control was orginally a part of, but was resubmitted as separate application. (BTC-830822ER). Action Oct. 13.

■ KPET(AM) Lamesa, Tex. (690 khz, 250 kw-U)—Granted assignment of license from KPET Radio Inc. to Richard B. Schiro for $500,000. Seller is headed by Galen O. Gilbert, president. Gilbert has majority interest in KDXE(AM) Sulphur Springs, Tex.; KBTN(AM) Neosho, and KXEO(AM)-KWWR-FM Mexico, both Missouri. He recently sold co-located KCOT(FM), Lamesa for $525,000 ("Changing Hands," Nov. 29, 1982), and KZEE(AM) Weatherford ("Changing Hands," Oct. 31), both Texas. He also has interest in KTXJ(AM)-KWYX(FM) Jasper, Tex., and recently bought KYFM(FM) Bartlesville, Okla., for $1.1 million (Broadcasting, April 11). Buyer is Dallas businessman, who has no other broadcast interests. (BAL 830829FO). Action Oct. 19.

■ KCLT(AM) Lockhart, Tex. (1060 khz, 250 w-D.)—Granted assignment of license from Triple R Broadcasting Inc. to Central Texas Wireless Co. for $200,000. Seller is owned by Ralph Copeland, his sister, Gayle, and their brother, Richard. It also owns KIKZ(AM) Seminole, Tex., and is permittee of new FM there. Buyer is owned by Peggie McClish-Werlinger (32%); her husband, Don Werlinger (33%); his brother, Joe Werlinger (10%), and Michael Venditti (25%). It has sold, subject to FCC approval, KKNX(AM) Huntsville, Tex. Venditti is applicant for new AM's at Colorado City and Wellington, both Colorado. (BAL 830805FB). Action Oct. 17.

■ KSLR(FM) San Antonio, Tex. (96.1 mhz, 100 kw, HAAT: 475 ft.)—Granted assignment of license from Classic Media Inc. to C&W Wireless Inc. for $4.1 million. Seller is equally owned by Edward G. Atsinger III and brother-in-law, Stuart Epperson. It also owns WEZE(AM) Boston; WYNM(AM) New York; KAKC(AM)-KCFO(FM) Tulsa, Okla., and KMAC(AM) San Antonio. Buyer is owned by Ron Campbell, Houston-based real estate developer, who has no other broadcast interests. (BALH 830809HQ). Action Oct. 18.

■ WEAM(AM) Arlington, Va. (1390 khz, 5 kw-U)—Granted assignment of license from WEAM Radio Inc. to Cardinal Broadcast Associates for $1 million. Seller is owned by Thoms family of Asheville, N.C. They also own WCOG(AM) Greensboro and WKLM(AM) Wilmington, both North Carolina, and recently sold cable system at Asheville ("In Brief," April 18). Buyer is owned by principals of WHFS Bethesda, Md., including General Manager Jacob Einstein; his son, David, program director, and Philip Margolius, president. WHFS was recently sold to Outlet Co. for $2.1 million (Broadcasting, Jan. 10). (BAL 830527FI). Action Oct. 18.

■ WLEE(AM) Richmond, Va. (1480 khz, 5 kw-U)—Granted assignment of license from Nationwide Communications Inc. to The Gilcom Corp. of Virginia for $950,000. Seller is owned by Columbus, Ohio-based Nationwide Mutual Insurance Co., headed by Frank Sollars, chairman. It owns three AM's, six FM's and three TV's. Buyer is owned by Edward T. Giller, president. It also owns WFBG-AM-FM Altoona, Pa., WEIR(AM) Weirton and WPQZ(AM) Clarksburg, both West Virginia, and is applicant for new FM at Shinnston, W. Va. (BAL 830829FN). Action Oct. 19.

■ KYCU-TV Cheyenne, Wyo. (CBS primary, ABC secondary, ch. 5, 100 kw vis., 24 kw aur., HAAT: 840 ft.)—Granted assignment of license from Wyneco Communications Inc. to Burke Broadcsting Co. of Cheyenne, as part of multistation deal, for $9.7 million (see KSTF[TV] Scottsbluff Neb., above). (BALCT 830831KE). Action Oct. 14.

11/15/83
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The Fifth Estate

Broadcasting Nov 14

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Vol. 105 No. 20

Broadcasting ▫ Nov 14

Fourth-quarter sales remain slow □ Leveraged buyouts, limited partnerships in vogue □ AMIP coverage from Miami □

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DEBATE DEREG □ FCC "clarifies" Aspen rule; it would allow broadcasters to sponsor and cover campaign debates. **PAGE 33.**

SCARCE SLOTS □ FCC finds itself with too many satellite applicants and not enough orbital positions. **PAGE 34.**

STOP THE CLOCK □ House Telecommunications Subcommittee members race against time to settle on broadcast deregulation package before Congress adjourns. **PAGE 35.**

NOVEMBER IN MIAMI □ Participants view AMIP as learning experience, with foreign sellers gaining better understanding of needs in U.S. syndication market. **PAGE 36.**

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MIXED BAG □ Although net income dropped, profits rose for major broadcast companies in third quarter. **PAGE 48.**

DAYTIME DOWNER □ FCC releases post-sunset authorization levels for AM daytimers, and results are less than expected. **PAGE 58.**

HEARING LOSS □ Group representing hearing-impaired loses court appeal for open captioning on public television. **PAGE 58.**

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BODEN'S PROPOSAL □ Blair Radio executive announces plan to form ad hoc committee to help radio sell spot dollars. **PAGE 62.**

IN PLACE □ RAB President Stakelin announces that his management team is established at bureau. **PAGE 62.**

RE-EVALUATION □ Album-oriented rock formats are being retooled by today's radio programers as they begin to lose listeners. **PAGE 70.**

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doubts that pay cable will accept advertising in the conventional sense, but that it may take short "infomercials" combining information or entertainment with "minimal sponsor identification."

As for the impact of other media on TV audiences, Poltrack expects that at both network and affiliate levels, shares will decline but that, with the growing TV universe, absolute audiences will remain fairly constant. He figures network audiences to increase by about 1.4% a year.

"These statistics," he writes, "should give some comfort to both the networks and their advertisers. However, a 1.4% annual growth in homes delivered is not going to produce the revenue growth necessary to protect margins in light of increased programing costs. The networks will have to increase unit costs far beyond this amount of add commercial inventory. Increased unit costs will mean higher C-P-M's for advertisers. Some added commercial inventory will help keep unit prices down, but it seems certain that network televison will be a less efficient advertising medium in the years ahead.

"Unfortunately for the advertiser, there is no superior national advertising medium on the horizon. Compounding this problem is the fact that the network audience share loss will be incurred largely to pay-cable competitors that probably will not accept advertising. As the economy grows and as increased discretionary income makes the U.S. television audience a more and more attractive target, a greater number of advertisers will compete for a relatively fixed inventory of audience impressions.

"The advertiser's approach to these network market conditions must be one of careful planning. Greater use will have to be made of fringe dayparts as prime time unit costs continue to increase. Spot television in major markets will have to be used to supplement lower GRP-level [gross ratings points] network campaigns. Ad-hoc networks formed by independent stations will be available to supplement network schedules. Viable advertiser-supported basic cable services will provide a means of reinforcing a national network television campaign base. Finally, teletext will offer to advertisers a means by which to expand a necessarily short network commercial message."

ABC the winner in week six

The television networks' prime time ratings race drew a notch tighter in the sixth week of the new season (the week ended Nov. 6). ABC-TV won the week, its second, and pulled its season-to-date average to within two-tenths of a rating point of CBS-TV, which won the four other weeks.

For week six, the Nielsen ratings/shares were ABC 17.8/28, CBS 16.9/27 and NBC 14.2/22. For the season to date, it is CBS 17.8/28, ABC 17.6/28 and NBC 15.1/24.

ABC researchers dug around in their files and came up with a couple of findings to encourage all three networks, not just their own: Homes using television (HUT) levels for the week were up 2% from a year earlier, to 63.5 from 62.2, and although Home Box Office premiered two blockbuster movies during the week—"An Officer and a Gentleman" and "The Verdict"—the three networks' combined rating rose by 1%, from 48.2 a year ago to 48.9 this time.

Week six had no premieres and few specials, but it did provide further clues to the likely fates of several of this season's new series.

ABC's ***Hotel***, consistently strong, dropped more than three rating points from its extraordinary performance the week before, when it was the second-highest-rated show, but still produced a 20.8/35 and placed ninth for the week. Two other news entries ranked in the top 20: CBS's ***AfterMASH***, which dropped a couple of points but came in at 19.5/29, ranking 15th, and ABC's ***Hardcastle & McCormick***, which picked up a point and a half to 19.3/28 to take its highly competitive Sunday-night time period and rank 16th.

Hardcastle and the ***ABC Sunday Night Movie***, "Stir Crazy," which pulled a 26.7/41 and placed second for the week, gave ABC an unmistakable win on a night CBS has habitually dominated. CBS's ***60 Minutes*** scored a 24.6/38, ranking third, but after that, CBS's regular Sunday-night lineup ran third in shares for the rest of the night.

Just out of the top 20, in 21st place, CBS's new ***Scarecrow and Mrs. King*** did a 17.9/28, down a point from the week before in rating but unchanged in share. Three other new shows made the top 50: ABC's ***Webster*** (16.0/25) was 32d, while CBS's ***Emerald Point, NAS*** (15.3/26) and ABC's ***Oh Madeline!*** (15.3/24) tied for 34th.

Of 18 shows below the top 50, 11 were introduced this season.

ABC won Wednesday and Saturday as well as Sunday; CBS won Monday, Thursday and Friday. NBC took Monday—thanks to ***A Team*** (23.1/34) and ***Remington Steele*** (16.4/25); ***Bay City Blues*** (10.6/19), making its second appearance, lost three rating points from its premiere, ran third in its time period and ranked 63d for the week.

Among the specials, a two-hour presentation of ABC's ***Love Boat***, on a cruise to Japan, pulled a 20.4/35, ranking 10th, and a two-hour ***Battle of the Network Stars***, also on ABC, did a 14.4/22 against CBS's powerhouse Thursday-night lineup, tying with four others for 39th and helping ABC to come in third for the night.

ABC's ***Monday Night Football***, Washington vs. San Diego, did a 17.3/31. Against it, the ***NBC Monday Night Movie***, "When Your Lover Leaves," came in at 14.6/23. NBC's ***Sunday Night Movie***, "Princess Daisy, part I," produced a 16.6/25 against "Stir Crazy"'s 26.7/41 on ABC.

The week also included the first five days (Nov. 2-6) of the November sweep period. ABC won those, too, averaging 18.2 to CBS's 17.8 and NBC's 13.9.

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	26.8/41
2.	"Stir Crazy"	ABC	26.7/41
3.	60 Minutes	CBS	24.6/38
4.	Falcon Crest	CBS	23.3/39
5.	Magnum, P.I.	CBS	23.2/36
6.	A Team	NBC	23.1/34
7.	Simon & Simon	CBS	23.0/34
8.	Dynasty	ABC	22.1/33
9.	Hotel	ABC	20.8/35
10.	Love Boat	ABC	20.4/35
11.	Knots Landing	CBS	20.3/33
12.	Hart to Hart	ABC	19.7/35
13.	Facts of Life	NBC	19.7/29
14.	Newhart	CBS	19.6/29
15.	AfterMASH	CBS	19.5/29
16.	Hardcastle & McCormick	ABC	19.3/28
17.	Real People	NBC	19.1/28
18.	Dukes of Hazzard	CBS	18.5/30
19.	Hill Street Blues	NBC	18.4/30
20.	Fall Guy	ABC	18.2/27
21.	Scarecrow and Mrs. King	CBS	17.9/28
22.	T.J. Hooker	ABC	17.7/30
23.	Family Ties	NBC	17.5/26
24.	Knight Rider	NBC	17.5/25
25.	NFL Monday Night Football	ABC	17.3/31
26.	Jeffersons	CBS	17.0/24
27.	Three's Company	ABC	16.9/25
28.	Alice	CBS	16.8/25
29.	Princess Daisy (Part 1)	NBC	16.6/25
30.	One Day at a Time	CBS	16.5/23
31.	Remington Steele	ABC	16.4/25
32.	Webster	ABC	16.0/25
33.	Benson	ABC	15.9/26
34.	Emerald Point N.A.S.	CBS	15.3/26
35.	Oh Madeline!	ABC	15.3/24
36.	Cheers	NBC	15.3/23
37.	Agatha Christie: Sparkling Cyanide	CBS	14.9/25
38.	When Your Lover Leaves	NBC	14.6/23
39.	NFL Football	NBC	14.4/24
40.	Matt Houston	ABC	14.4/24
41.	St. Elsewhere	NBC	14.4/24
42.	Battle of the Network Stars	ABC	14.4/22
43.	Goodnight, Beantown	CBS	14.4/21
44.	Gimme A Break	NBC	14.3/22
45.	Ripley's Believe It Or Not	ABC	13.9/21
46.	Mama's Family	NBC	13.8/21
47.	That's Incredible	ABC	13.7/22
48.	20/20	ABC	13.6/22
49.	Trapper John, M.D.	CBS	13.5/21
50.	Happy Days	ABC	13.3/19
51.	On the Right Track	NBC	12.6/21
52.	Rita Hayworth	CBS	12.6/20
53.	We Got It Made	NBC	12.6/19
54.	Mississippi	CBS	12.5/19
55.	Lottery	ABC	12./19
56.	It's An Adventure, Charlie Brown	CBS	12.0/20
57.	Just Our Luck	ABC	11.9/18
58.	This Girl For Hire	CBS	11.5/19
59.	Whiz Kids	CBS	11.5/17
60.	Jennifer Slept Here	NBC	11.4/18
61.	Boone	NBC	11.2/17
62.	Manimal	NBC	10.7/16
63.	Bay City Blues	NBC	10.6/19
64.	NFL Football Post	NBC	10.4/17
65.	Mr. Smith	NBC	10.1/16
66.	For Love And Honor	NBC	8.9/15
67.	Yellow Rose	NBC	8.7/15
68.	First Camera	NBC	7.1/11

* New program-premiere episode
** Returning program-premiere episode

for new FM at Jonesboro and denied app.'s of Radio Jonesboro and MSB Communications Corp. Issued Oct. 27.

■ Oroville, Calif. (Golden Valley Communications and Gridley Community Television)—ALJ John H. Conlin granted agreement; dismissed app. of Gridley; granted app. of Golden Valley for TV CP at Oroville, and terminated proceeding. (MM 83-436, 438). Order adopted Oct 28.

■ San Diego—Commission rescinded public notice, issued Oct. 27, inviting app.'s to replace station KIFM San Diego, while it considers petition for extraordinary relief filed by West Coast Media Inc., former licensee of KIFM. Petition requests commission reconsider 1974 decision denying KIFM renewal app. and requests it issue declaratory ruling permitting assignment of license and sale of assets to minority purchaser.

■ Tampa, Fla.—Commission upheld June 26, 1981, ruling by Common Carrier Bureau granting complaint by Warner Amex against Tampa Electric Co. MO&O upholds charge that Tampa Electric's annual pole attachment rate of $5.50 was unjust and unreasonable, and upholds $1.36 substitution rate and reimbursement of payments made since complaint was filed in excess of $1.36. Action Nov. 3. (FCC 83-498).

■ Davenport, Iowa (Davenport Communications Limited Partnership, H&S Ltd., The Independence Broadcasting Corp., Eian Inc. and Channel 28 Ltd.)—ALJ Edward Luton granted request for approval of agreement; dismissed app.'s of H&S, Independence, Eian and Channel 28; granted app. of Davenport Communications for new TV at Davenport, and terminated proceeding. (MM 83-127-31) MO&O and order adopted Oct. 25.

■ Poland Spring, Me.—Chief, Mass Media Bureau granted Guy Gannet Broadcasting Services' petition for reconsideration of May 19, 1982, decision granting app. for minor change in facilities of Harron Communications Corp. He also denied and rescinded Harron's app. to move main studio of WMTW-TV from Poland Spring to Portland, Me. (BPCT-820302KE). MO&O adopted Oct. 28.

■ Las Vegas (Radio Nevada Inc.)—Commission reduced forfeiture, from $1,000 to $250, of Radio Nevada, licensee of KDWN(AM), and four other Nevada stations, imposed for violation of Section 73.1212 which requires sponsorship identification. MO&O adopted July, 14.

■ Littleton, N.H. (White Mountain Inc. and Profile Broadcasting Inc.)—Review Board denied Profile's petition for reconsideration of grant (FCC 83R-58) of CP for new FM at Littleton to White Mountain. Order adopted Nov. 1.

■ Newark, N.J. (Global Broadcast Group Inc. and Newark Radio Broadcasting Assoc.)—Commission deqied Newark's petition for reconsideration and supplement to petition for reconsideration of MO&O (FCC 83-231) granting Global's app. for interim authority to operate former station WHBI(FM) Newark. (BC 82-531, 533). Order adopted Oct. 27.

■ Charlotte, N.C. (Westinghouse Broadcasting and Cable, Jefferson-Pilot Broadcasting Co., Carolina Broadcasting Co., Sainte Broadcasting Corp. and WCCB-TV Inc.)—Chief, Mass Media Bureau, designated for hearing in consolidated proceeding app.'s of Carolina Broadcasting, Westinghouse and WCCB-TV for facility change CP's (MM 83-1161, 83-1160 and 83-1162). Denied Sainte's petition to deny Westinghouse's app. Granted app. of Jefferson-Pilot for facility change CP. MO&O adopted Oct. 25.

■ Wichita Falls, Tex. (First City Media Inc. and Thornberry Television Ltd.)—ALJ Edward Luton granted agreement; dismissed app. of First City; granted app. of Thornberry for CP for TV at Wichita Falls, and terminated proceeding. (BC 82-508-9). MO&O adopted Oct. 25.

Legal activities

■ San Francisco (California Public Broadcasting Forum, Bay Area Bilingual Education League and Amador Bustos; NAACP, western region, and Oliver Jones; Community Coalition for Media Change and Marcus Garvey Wilcher; Public Media Center and Michael Singsen, and Committee to save KQED and Laurence S. Hall vs. FCC)—Notice filed with U.S. Court of Appeals, D.C. Circuit, appealed commission's MO&O which reaffirmed grant of 1977 and 1980 renewal app.'s of KQED Inc. for *KQED-TV, *KQEC-TV and *KQED-FM, all San Francisco. (Case No. 83-2105).

■ Hartford, Conn. (Alan Shurberg vs. FCC)—Shurberg filed notice with U.S. Court of Appeals, D.C. Circuit, appealing commission's MO&O renewing license of Faith Center Inc. for WHCT-TV Hartford, and granting it authority to assign station's license to Interstate Media Corporation in distress sale. Shurberg had petitioned to deny action. (Case No. 83-2098).

■ Waco, Tex. (Blake-Potash Corp. vs. FCC)—Blake-Potash filed notice with U.S. Court of Appeals, D.C. Circuit, appealing commission's order denying Blake-Potash app. for new UHF TV at Waco and granting competing app. of Central Texas Broadcasting Co. Ltd. (Case No. 83-2112).

■ Portage, Mich. (Air-Borne Group Ltd vs. FCC) (Sear Broadcasting Co. vs. FCC)—Notices filed with U.S. Court of Appeals seek appeal of commission decision denying review of Review Board decision. Board had overturned ALJ and granted app. of Radio Portage Inc. for CP for FM at Portage. ALJ had initially granted app. of Air-Borne over three other applicants. (Case No. 83-2071) (Case No. 83-2072).

■ Carlisle, Pa. (Carlisle Broadcasting Associates vs. FCC)—Notice filed with U.S. Court of Appeals, D.C. Circuit, seeks appeal of commission's decision denying Carlisle Broadcasting's CP app. and granting mutually exclusive renewal app. of WIOO Inc. (Case No. 83-2084).

Et cetera

■ Tentative winners of lottery for CP's for LPTV or translator stations held Oct. 28. Absent filing of petitions to deny and, upon determining selectees are otherwise qualified, grant of CP's will be made Nov. 30—Anchorage, Alaska, ch. 20 (American Christian TV System Inc.) (BPTTL-830218TQ).—Prescott, Ariz., ch. 23 (The Sun Network) (BPTTL-820319RG).—Springfield, Ill., ch. 39 (Ventures in Communications Inc.) (BPTTL-820217LG).—Caribou, et al., Me., ch. 15 (Saco River Communications Corp.) (BPTTL-820616RP).—St. Louis ch. 62 (Domsat of Missouri) (BPTTL801117IH).—Del Rio, Tex., ch. 5 (Edward M. Johnson) (BPTVL-810602IC).—Henton/Huntsville, Tex., ch. 31 (Jose Villareal & L.L.F.) (BPTTL-820129TU).

Allocations

Applications

■ Woodlake, Calif.—Eric R. Hilding proposes assignment of ch. 281; commmunity's first commercial FM channel. Comments due Dec. 27; reply comments, Jan. 11. Address: P.O. Box 1300, Freedom, Calif. Adopted Oct. 11.

■ Marianna, Fla.—Marianna Television proposes assignment of UHF ch. 34; community's first commercial TV assignment. Commission suggests instead, assignment of ch. 51. Comments due Dec. 23; reply comments, Jan. 9. Address of consultant: Edward M. Johnson and Associates Inc., One Regency Square, Suite 450, Knoxville, Tenn. 37915. Adopted Oct. 11.

■ Honolulu—Communications Hawaii Inc. proposes assignment of ch. 286; community's ninth FM service. Comments due Dec. 27; reply comments, Jan. 11. Adopted Oct. 11. Address of counsel: Robert B. McKenna Jr., Wilkinson, Barker, Knauer & Quinn, 1735 New York Avenue, N.W. Washington 20006. Adopted Oct. 11.

Summary of broadcasting
as of July 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,723	162	4,885
Commercial FM	3,458	422	3,880
Educational FM	1,101	163	1,264
Total Radio	9,282	747	10,029
FM translators	693	403	1096
Commercial VHF TV	536	9	545
Commercial UHF TV	321	191	512
Educational VHF TV	112	5	117
Educational UHF TV	171	20	191
Total TV	1,140	225	1,365
VHF LPTV	168	84	252
UHF LPTV	48	69	117
Total LPTV	216	153	369
VHF translators	2,786	235	3,021
UHF translators	1,825	372	2,197
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Oscoda, Mich.—Robert A. Sherman proposes assignment of ch. 261A; community's first FM service. Canadian concurrence must be obtained. Comments due Dec. 27; reply comments, Jan. 11. Address: 1039 Division, Port Huron, Mich. 48060. Adopted Oct. 14.

■ Saugatuck, Mich.—David C. Schabert proposes assignment of ch. 224A; community's first FM assignment. Comments due Dec. 27; reply comments, Jan. 11. Address: P.O. Box 1101, Lansing, Mich. 48901. Adopted Oct. 11.

■ Terrytown, Neb.—Christian Media Inc. seeks to substitute Class C ch. 245 for ch. 280A and to modify license of its station KCMI(FM) to specify operation on ch. 245. Comments due Dec. 23, reply comments, Jan. 9. Address: Box 401 Terrytown 69361. Adopted Oct. 11.

■ Devils Lake, N.D.—Harold A. Jahnke proposes assignment of ch. 244A to Devils Lake, N.D.; community's third FM assignment. Canadian concurrence is required. Comments due Dec. 23; reply comments, Jan. 9. Address: 421 Central Ave., Hampton, Iowa 50441. Adopted Oct. 11.

■ Charlotte Amalie, V.I.—John T. Galanses proposes assignment of class B ch. 282 to Charlotte Amalie, V.I.; community's fourth local broadcast service. Reynold Charles d/b/a Third Angel Corp. requests same channel. Comments due Dec. 27; reply comments, Jan. 11. Address: (Galanses) 205 Casa Solana, Key West, Fla. 33040. Address: (Charles) c/o James E. Price, Sterling Communications Inc., Uptain building, suite 418, Chattanooga 37411.

Call letters

Applications

Call	*Sought by*
	New FM's
WFKZ	John T. Galanses, Plantation Key, Fla.
*WMMT	Appalshop Inc., Whitesburg, Ky.
KYLS	Mid-America Communications Inc., Ironton, Mo.
*WHQR	Friends of Public Radio Inc., Wilmington, N.C.
WTOX	Radio America Inc., St. Andrews, S.C.
KBWS-FM	Lake Region News Corporation, Sisseton, S.D.
	Existing AM's
WMML	WUNI Mobile, Ala.
WKZE	WKRZ Wilkes-Barre, Pa.
	Existing FM's
KORY	KQKK Manteca, Calif.
WRDO-FM	WSCL Augusta, Me.
KLOW	KCRV-FM Caruthersville, Mo.
WCRN	WZTA Tamaqua, Pa.
WQKZ	WVST Bolivar, Tenn.

Grants

Call	*Assigned to*
	New AM
WJEP	Lifeline Ministries Inc., Ochlochnee, Ga.
	New FM
KLLH	Central Washington Minority Broadcasting Inc., Quincy, Wash.
	New TV's
WQOB	CMM Inc., Bowling Green, Ky.
KXBJ	John W. Boler, Bemidji, Minn.
KCWT	Fred Alan Ross, Wenatchee, Wash.
	Existing AM
KJSA	KYXS Mineral Wells, Tex.
	Existing FM's
KOJY	KLTA Dinuba, Calif.
KYBB	KWGF Tracy, Calif.
KCMO-FM	KCEZ Kansas City, Mo.
KLLT	KYKN Grants, N.M.
WOFM	WQZQ Moyock, N.C.

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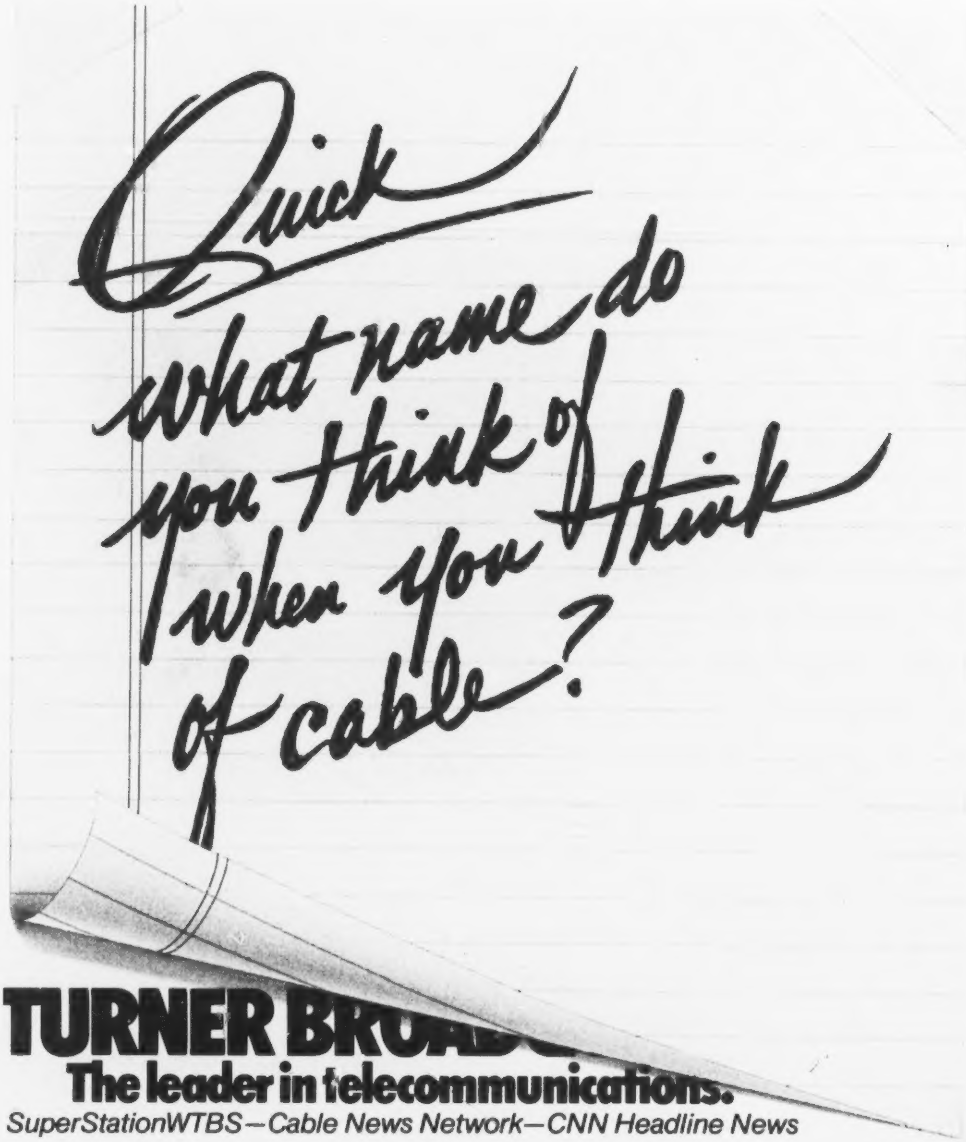
The Fifth Estate

Broadcasting Nov 21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Vol. 105 No. 21

Broadcasting Nov 21

ABC makes television history with 'The Day After' ☐ Alberto-Culver brings major lawsuit against broadcasters ☐ Fowler punts on fin-syn ☐

DAY AFTER ☐ ABC's movie on nuclear attack in Kansas draws hype, criticism and tens of millions of viewers. **PAGE 23.**

PAIR OF SUITS ☐ Alberto-Culver names NAB, CBS and 10 group owners in lawsuit alleging they overcharged rates for 31 years; issue rises out of split-30 controversary. CBS files own suit in matter. **PAGE 25.**

CLEAR PATH ☐ Fowler tells Senate FCC will lay off changing financial interest and syndication rules for six months to allow the parties involved to negotiate a settlement. **PAGE 26.**

HBO-DBS ☐ Largest pay cable programer gearing to launch low power DBS service with help of other programers and cable operators. **PAGE 28.**

STEP ONE ☐ House telcomsubcom passes cable deregulation package; fight expected when parent committee takes up legislation. **PAGE 29.**

UNFINISHED BUSINESS ☐ Congress adjourns with major work still to be done on broadcast and cable regulation, fin-syn rules, home taping and First Amendment issues. **PAGE 30.**

TVB GATHERING ☐ Annual convention told advertising will jump 11%-16% in various categories next year; SRA presents major defense of FCC's must-carry rules; futurist previews social changes; consultant suggests where to find new accounts. **PAGES 34-39.**

AAAA SUPPORT ☐ Advertising agency association comes out in favor of FCC's TV deregulation—but not to extent of eliminating logs, commercial load limits. **PAGE 39.**

PRIVATE SCREENINGS ☐ Syndicators and stations set up sneak preview for fall shows. **PAGE 42.**

BUNNY HOPS TO COMMERCIAL TV ☐ Playboy Enterprises is offering *A Taste of Playboy* for commercial stations; show will shun nudity. **PAGE 43.**

MINORITY PREFERENCE ☐ A.C. Nielsen finds nonwhites' viewing exceeds whites'. **PAGE 44.**

FRIENDLY ADVICE ☐ Former CBS News executive Fred Friendly wants changes in libel law. **PAGE 46.**

CANADIAN COPYRIGHT ☐ Copyright problems with northern neighbor topic of Hill hearing. **PAGE 54.**

POLL PREDICTION ☐ Swift introduces resolution calling for networks to voluntarily stop election predictions before polls close. **PAGE 57.**

X MARKS THE SPOTS ☐ NAB, FCC and broadcasters wrestle with sexual content in ads by presidential candidate Larry Flynt. **PAGE 59.**

NETWORK COMMENT ☐ Three broadcast networks among those filing objections to FDA-proposed guidelines for coverage of public administration hearings. **PAGE 61.**

LIBRARIAN'S TOUCH ☐ Catharine Heinz, head of the Broadcast Pioneers Library, has spent the better part of 12 years gathering information and memorabilia from broadcasting's past. **PAGE 87.**

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'Playboy' program for commercial TV

Syndicated weekly show will contain excerpts from cable channel and some original programing, but no nudity

A Taste of Playboy, a one-hour weekly magazine containing excerpts from the Playboy Channel cable network plus some original material, is being proposed for first-run syndication on commercial televison, starting in January. As of last Wednesday, 40 stations, including Metromedia's KTTV(TV) Los Angeles, Gaylord Broadcasting's KHTV(TV) Houston, WATL-TV Atlanta and WCLQ-TV Cleveland had cleared the program, which is being distributed on a barter basis by Los Angeles-based syndicator, Silverbach-Lazarus Group.

To be produced by Playboy Productions, the program would include music, comedy, celebrity interviews and such features as the Playmate Playoffs and photographing of the Playmate of the Month for *Playboy* magazine. Neither nudity nor explicit language would be used, and, although sex would often be the theme, the program, according to broadcasters who have seen its one-hour pilot, has been packaged in a manner suitable for late-night television.

Silverbach-Lazarus, which also represents Playboy Enterprises in the sale of videocassette rights in overseas markets, initially tried to launch *A Taste of Playboy* last summer, but pulled back, according to company Chairman Alan Silverbach, when it failed to clear enough stations for a September start.

Now, with a completed pilot but no clearances yet in the key New York and Chicago markets, the company is not sure whether it will go ahead with a January launch or recommend that Playboy Enterprises wait for a launch next fall.

Stations are being offered 13 episodes and 13 repeats, with five minutes reserved for national advertising and seven left open for local sales. If the program is a success on the air, a bigger package of original episodes could be offered for the new season next fall, according to Silverbach.

Most stations that have cleared *A Taste of*

'Chiefs' leads CBS to victory

Part one of its six-hour mini-series, *Chiefs*, and strong performances by some of its regular series gave CBS-TV its highest weekly ratings average, as well as its biggest lead over the other two networks, so far this season, for the week ending Sunday, Nov. 13. In a photo finish for second place, NBC-TV captured a lead of one-tenth of a share point over ABC-TV, averaging its highest weekly rating so far this season and, for the first time since summer, breaking out of its typical last-place position.

Averaging a 19.6 rating/29.9 share, CBS finished the week 3.3 ratings points ahead of both NBC (16.3/24.9) and ABC (16.3/24.8), according to A.C. Nielsen's National Television Index. CBS aired the top five programs and seven of the top 10, winning Tuesday, Thursday, Friday and Sunday. ABC won Wednesday and Saturday, while NBC won Monday and nearly tied ABC for second on Friday and Sunday.

For the seven-week-old season overall, CBS's lead is now six-tenths of a rating point and a full share point over ABC's 17.4/28 and nearly three rating points ahead of NBC's 15.3/24. CBS was also ahead for the first 12 days of November local ratings sweeps, with an 18.8 rating to ABC's 17.1 and NBC's 15.2 The three-network rating for week seven was up from a 51.1 for the same week a year ago to 52.2, while the combined share was down, from an 81.1 to a 79.6.

With a one-hour special, *TV's Greatest Censored Commercial Bloopers* (24/34) as the lead-in to its Monday night movie, part two of the four-hour mini-series, *Princess Daisy* (21.2/32), NBC finished the night with a five-rating point lead over CBS's regular series lineup (17/24.9), which has come in first on five out of seven Monday nights this season. ABC's *Monday Night Football*, a contest between the New York Giants and Detroit Lions (17.2/29), and *That's Incredible* (12.6/18) left ABC in third for the night (16.7/24.2).

After three consecutive Tuesday-night wins, NBC came in second on that night (16.5/25.4) with its series, *Remington Steele* (16.3/24) and *Bay City Blues* (8.5/14), victims of CBS's made-for-TV movie, *Two Kinds of Love* (19.2/30). *Bay City Blues* continued its decline, from a premiere week 13.7/22 and a 10.6/19 its second week. ABC, which finished third (14.9/22.8) Tuesday, continued to suffer from a weak 8-9 p.m. comedy lineup of *Just Our Luck* (12.2/18) and *Happy Days* (12.8/19).

Wednesday, as usual, was ABC's (21.2/33.6). CBS's made-for-TV movie, *Bill: On His Own* (16.8/26), left it in second place (15.9/24.3), but not that far ahead of NBC's regular lineup (14.6/22.7), which suffered from a weak performance by *St. Elsewhere* (11.1/19).

Life's Most Embarrassing Moments (19.8/28), a one-hour special on ABC, took some of the wind out of the sails of its competition, principally CBS's *Magnum P.I.* (22.1/32), but failed to win ABC more than third place for the night (15.3/22.8) behind NBC's regular lineup (17.1/25.4) and CBS's winning lineup (22.4/33.4). On Friday, CBS's series lineup (23.1/36.3) fared even better against, among other things, a two-hour ABC News special, *JFK* (12/19), and NBC's TV premiere of the movie, "Caddyshack" (15.5/24).

CBS's repeat of the movie "9 to 5" won its time period Saturday, but a weak lead-in from the repeats of two children's specials (12.9/21) left the network in second place behind ABC's series lineup (16.1/26). NBC's *Yellow Rose* (11.8/20) climbed three rating points from its previous week's performance with help from a special lead-in, *TV Censored Bloopers* (17.3/27).

On Sunday, CBS's *60 Minutes* (27.8/41) had its highest rating so far this season, with help from its lead-in; a prime time NFL football overrun (27.4/43). ☐

Rank	Show	Network	Rating/Share
1.	60 Minutes	CBS	27.8/41
2.	Dallas	CBS	26.7/41
3.	CBS NFL Football Runover*	CBS	26.1/41
4.	Chiefs, Part 1	CBS	25.1/36
5.	Simon & Simon	CBS	24.9/36
6.	A Team	NBC	24.8/37
7.	TV's Censored Bloopers	NBC	24.0/34
8.	Dynasty	ABC	23.8/35
9.	Falcon Crest	CBS	23.3/38
10.	Magnum, P.I.	CBS	22.1/32
11.	Hotel	ABC	21.3/36
12.	Princess Daisy, Part 2	NBC	21.2/32
13.	AfterMASH	CBS	20.8/29
14.	Knots Landing	CBS	20.3/32
15.	Fall Guy	ABC	19.9/30
16.	Life's Embarrassing Moments	ABC	19.8/28
17.	Two Kinds of Love	CBS	19.2/30
18.	Dukes of Hazzard	CBS	19.2/30
19.	Newhart	CBS	19.2/28
20.	Airplane	NBC	18.9/29
21.	Trapper John, M.D.	CBS	18.7/33
22.	Hill Street Blues	NBC	18.3/29
23.	Benson	ABC	18.2/28
24.	Cheers	NBC	18.1/26
25.	Webster	ABC	17.8/27
26.	TV's Censored Bloopers	NBC	17.3/27
27.	Knight Rider	NBC	17.3/25
28.	We Got It Made	NBC	17.3/23
29.	NFL Monday Night Football	ABC	17.2/29
30.	Facts of Life	NBC	17.2/25
31.	Hart to Hart	ABC	17.1/28
32.	T.J. Hooker	ABC	16.9/27
33.	Bill: On His Own	CBS	16.8/26
34.	Love Boat	ABC	16.5/26
35.	Scarecrow and Mrs. King	CBS	16.5/23
36.	9 to 5	CBS	16.4/27
37.	For Your Eyes Only	ABC	16.3/26
38.	Remington Steele	NBC	16.3/24
39.	Three's Company	ABC	16.3/24
40.	Family Ties	NBC	16.1/24
41.	Hardcastle & McCormick	ABC	16.1/23
42.	Real People	NBC	16.0/24
43.	Gimme A Break	NBC	15.9/23
44.	Caddyshack	NBC	15.5/24
45.	Fantasy Island	ABC	14.9/25
46.	Mama's Family	NBC	14.7/21
47.	Emerald Point N.A.S.	CBS	14.5/23
48.	Diff'rent Strokes	NBC	14.2/23
49.	Whiz Kids	CBS	14.1/21
50.	Ripley's Believe It Or Not	ABC	14.1/21
51.	Oh Madeline!	ABC	14.1/21
52.	20/20	ABC	13.8/22
53.	Mississippi	CBS	13.7/20
54.	Silver Spoons	NBC	13.5/21
55.	Daffy Duck Special	CBS	13.1/21
56.	Happy Days	ABC	12.8/19
57.	Bugs Bunny Special	CBS	12.7/21
58.	That's Incredible	ABC	12.6/18
59.	Just Our Luck	ABC	12.2/18
60.	Trauma Center	ABC	12.2/18
61.	JFK	ABC	12.0/19
62.	Yellow Rose	NBC	11.8/20
63.	Mr. Smith	NBC	11.3/18
64.	St. Elsewhere	NBC	11.1/19
65.	Jennifer Slept Here	NBC	10.6/16
66.	Bay City Blues	NBC	8.5/14
67.	First Camera	NBC	6.5/10

* Rating represents average of game runover plus 4-minute post-game show

Playboy are considering it for late-night time periods, according to Jo Ann Leighton, a sales representative for Silverbach-Lazarus, who said the weekend of Jan. 20 has been targeted for the premiere. Don Silverman, who produced the program's pilot, but has since left Playboy Productions, could be involved in overseeing production of the show, according to Silverbach. ☐

OPT's 'Sadat' draws middling ratings returns

Executives of Operation Prime Time said last week it is too early to gauge the nationwide response to the two-part, four-hour *Sadat* special, pending ratings returns from more than 100 markets in which *Sadat* appeared.

One official said that on the basis of Nielsen and Arbitron overnights in seven major markets, *Sadat* has rated better than some previous OPT offerings and poorer than others. WPIX(TV) New York, which carries the OPT programing, noted that *Sadat* scored an average cumulative rating of 17.3 for four nights (including two two-hour repeats), which, a spokesman said, "is slightly higher than the 17.1 cumulative average for 22 OPT programs we have carried over the years."

In Los Angeles on KCOP(TV), *Sadat* registered 11.7/18 for Nielsen and a 10.8/16 for Arbitron on the initial showing of part one on Nov. 3, followed by a 7.5/12.2 Nielsen and a 6.6/10.4 Arbitron for part two on Nov. 10. A spokesman said that *Sadat* was competing with *Magnum P.I.* on Thursday night. He observed that *Sadat* seemed to fare more poorly in part two in markets throughout the country but could not offer an explanation.

In Philadelphia, on WPHL-TV, the first showing achieved a 6.2/10 Nielsen and a 4.3/7 Arbitron, followed by a 4.6/7 Nielsen and a 2.5/4 Arbitron for part two. Similarly in Detroit, the presentation scored a 13.1/21 Nielsen, an 8.2/11 Arbitron for part one and a 7.0/11 Nielsen and a 6.6/10 Arbitron for the concluding episode.

In Washingon and the Dallas area the ratings were lower. WDCA-TV Washington managed a 3.9/6 Arbitron for part one and a 4.9/8 for part two, while KTVT(TV) Fort Worth chalked up a 5.0/8 Nielsen and a 5.0/7 Arbitron for part two.

The jury is still out on the ratings success of *Sadat* in San Francisco, where on KTVU(TV) *Sadat* racked up a 13.1/21 on Nielsen and an 11.6/19 on Arbitron during its first showing on Nov. 8. KTVU, like some other independents, schedules two showings of each episode of OPT offerings in prime time and sells the programs on the basis of cumulative ratings.

Alan Bell, vice president and general manager, seemed reasonably pleased with the showing of part one and the repeat program, which scored an 8.6/12 Nielsen, which averages out to an 11 rating. Bell noted that this rating in San Francisco is fairly substantial since many of the network prime-time programs score in the 13-to-19 range there. ☐

'Parade' goes on, minus Moyers. *American Parade*, a weekly, hour-long news magazine slated to become part of CBS-TV's prime time schedule starting some time next spring, will not get a new co-anchor to replace Bill Moyers, who recently informed CBS News he has decided against filling that assignment. Charles Kuralt, who had been named to co-anchor the show with Moyers, will take over as sole anchor, according to Robert (Shad) Northshield, senior executive producer of the program, and three new producers have been added to beef up the program's staff.

Moyers, who could not be reached last week, is thought to have decided against co-anchoring *American Parade* because he found himself with too many assignments, including reports on the *CBS Evening News* and a planned role in next year's national election coverage. "Bill has been resistant to the magazine format several times in the past," said Northshield, "and when it came time to choose among assignments," co-anchoring a magazine is the one he decided to drop.

Reports that Moyers did not want to be associated with the kind of soft or sensational news typically thought to be the only kind that works in prime time are "nonsense," said Northshield, who noted that neither Kuralt nor Moyers has ever been associated with soft or sensational reporting. Also untrue are reports that segments produced by Moyers for *American Parade* prior to his decision against anchoring the show will be part of the program. Northshield said he has no knowledge of such segments and that Moyers's only role in the program might be production of documentaries that could appear in the *American Parade* time period. Between eight and 12 documentaries are likely to be produced by CBS News for the time period, he said.

Russ Bensley, executive producer of Kuralt's *On the Road* summer replacement series, has joined *American Parade* as executive producer in charge of *On the Road* segments. Joining the program as senior producers are Tom Capra, former vice president and managing editor of the now defunct Satellite News Channel, and Elliot Bernstein, who moves over from a position as producer for *60 Minutes*. Perry Wolff, who has produced documentaries for CBS News for 30 years, has been named executive producer of all hour-long documentaries, including *CBS Reports*, that will air as single subject episodes of *American Parade*.

Study compares white vs. nonwhite television viewing

A special study conducted by the A.C. Nielsen Co. shows that weekly household viewing levels were 35% higher among nonwhites than among whites.

The study covers the period between Dec. 27, 1982, and February 20, 1983. It shows that overall television usage was at the highest level ever for both groups.

Nielsen figures indicate that the highest nonwhite viewing margin was weekday daytime—60% above white viewing, as compared with 38% last year. The smallest disparity between the two groups was in prime time programing, with nonwhites 9% higher than whites.

The Nielsen report shows that whites outviewed nonwhites only among women during prime time. On an hour-by-hour television usage basis, viewing among nonwhites surpassed viewing among all whites except for Monday though Saturday, 9 to 10 p.m. among women. ☐

Top 25 regular prime time programs among nonwhite households, Jan.-Feb. 1983

Rank NW	W	Program	% Avg. aud. NW	W
1.	6	Dynasty *	29.8	21.3
2.	23	A Team*	28.4	18.1
3.	64	Gimme A Break	27.9	13.3
4.	24	Jeffersons † *	27.8	17.9
5.	2	Dallas *	25.6	23.3
5.	8	NFL Monday Night Football*	25.6	20.8
7.	44	Diff'rent Strokes †	25.2	15.5
7.	35	NBC Sunday Night Movie	25.2	17.0
9.	14	ABC Monday Night Movie *	24.9	19.4
10.	9	Falcon Crest *	24.7	20.1
11.	12	Three's Company *	24.4	19.7
12.	17	One Day at a Time *	24.0	18.7
13.	47	Silver Spoons	23.8	15.4
14.	19	Hart to Hart *	23.6	18.5
15.	67	Fame	23.4	12.8
16.	20	Gloria *	23.0	18.3
17.	21	Trapper John, M.D. *	22.8	18.2
18.	1	60 Minutes *	22.7	27.2
19.	40	Facts of Life	22.2	16.0
20.	11	That's Incredible *	22.0	20.0
21.	21	CBS Tuesday Night Movie *	21.8	18.2
22.	16	Hill Street Blues *	21.6	18.9
23.	28	Knots Landing	21.5	17.2
24.	26	9 to 5	21.2	17.8
25.	9	Fall Guy *	21.1	20.1

† Predominantly nonwhite cast * Denotes programs in the top 25 among both groups

For the Record

As compiled by BROADCASTING, Nov. 4 through Nov. 10, and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. app.—application. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. mhz—megahertz. MO&O—memorandum opinion & order. MEA—major environmental action. MP—modification of permit. N—night. PSA—presunrise service authority. RCL—remote control location. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM applications

■ Spanish Fort, Ala.—Alabama Broadcasters seeks 760 khz, 10 kw-D. Address of counsel: James P. Riley, 1225 Conn. Ave, N.W., Suite 400, Washington 20036. Principal is owned by Carl J. Auel and Marvin D. Clapp. Auel is manager of KEBR(FM) Sacramento, Calif. He also has interest in KEWQ(AM) Paradise. Both have interest in KGBA(FM) Holtville, Calif., and, CP's for new AM's at Gonzales, Calif. (call letters KKMC); Royal Palm Beach, and Titusville, both Florida. Clapp is chief engineer at KEBR. Clapp also has interest in eight LPTV app.'s. Filed Oct. 31.

■ Los Angeles—Essence Associates seeks 1330 khz, 5 kw-D, 5 kw-N. Address: 1500 Broadway, New York 10020. Principal is owned by Essence Communications Inc. (80%), BanCap Corp. (10%) and Minority Equity (10%). The latter two provide loans to and hold warrants or minority interests in several group owners. Filed Oct. 31.

■ Pasadena, Calif.—Pasadena Cablevision Corp. seeks 110 khz, 50 kw-D, 10 kw-N. Address: 840 Sierra Madre Blvd., San Marino, Calif. 91108. App. is in conflict with renewal for KRLA(AM). Principal is owned by 14 California investors and headed by Edward J. Flynn, president. Filed Nov. 1.

■ Santa Barbara, Calif.—Erway Broadcasting Corp. seeks 1290 khz, 500 kw-D. Address of counsel: Roger Metzler, 701 Sutter St., San Francisco 94109. Principal is Guy S. Erway who also owns KAYK Pueblo, Colo. Filed Oct. 31.

■ Monument, Colo.—Tri-Lakes Broadcasting seeks 1040 khz, 5 kw-D. Address of counsel: Allan G. Moskowitz, 1120 Conn. Ave., N.W., Washington 20036. Principal is owned by Carolyn Dell Hubbard (51%), and husband, Dan Raymond, (49%). Dan Hubbard is general manager of KDVE(AM) Nederland, Tex. Filed Oct. 31.

■ Monument, Colo.—Guy H. Oakes seeks 1040 khz, 5 kw-D. Address: 754 Smokewood Lane, San Dimas, Calif. 91773. Principal is also applicant for new AM at Eastside, Ore. Filed Oct. 31.

■ Brandon, Fla.—Jerry J. Collins seeks 770 khz, 10 kw-D, 1 kw-N. Address of counsel: James P. Riley, 1225 Conn. Ave., N.W., Suite 400, Washington 20036. Principal and wife own WKKQ-AM-FM Hibbing, Minn. Jerry Collins is also applicant for AM's in Lynn Haven, Pine Island Center and Royal Palm Beach, all Florida (see below). Filed Oct. 31.

■ Callahan, Fla.—North Florida Broadcasters seeks 1190 khz, 10 kw-D. Principals are also applicants for Spanish Ft., Ala. (see above) and Dover, Fla. (see above). Filed Oct. 31.

■ Destin, Fla.—J&K Broadcasters seeks 760 khz, 1 kw-D. Address: 613 S. La Grange Rd., La Grange, Ill. 60525. Principal is equally owned by Patricia A. Kranz and Robert A. Jones, La Grange-based communications consulting engineer. Jones also has majority interest in WJJQ(AM) Tomahawk, WRPQ Baraboo, both Wisconsin, and one-third interest in new AM at Gonzales, Calif. (call letters KKMC), and WRJQ(FM) Tomahawk. He also has negative control in 13 LPTV's and owns one LPTV. Kranz also has interest in three Wisconsin stations. Principal also is applicant for Siesta Key, Fla., and Hollywood, S.C. (see below). Filed Oct. 31.

■ Dover, Fla.—West Florida Broadcasters seeks 1200 khz, 25 kw-D, .25 kw-N. Principals are also applicants for Spanish Ft., Ala., and Callahan, Fla. (see above). Filed Oct. 31.

■ Englewood, Fla.—Jeff Smith seeks 750 khz, 1 kw-D. Address: 543 S. Tomahawk St., Tomahawk, Wis., 54487. Principal has interest in WJJQ(AM)-WRJQ(FM) Tomahawk and WRPQ(AM) Baraboo, both Wisconsin. Filed Oct. 31.

■ Lynn Haven, Fla.—Jerry J. Collins seeks 770 khz, 5 kw-D and 500 w-N. Principal is also applicant for AM's at Brandon, Fla., (see above) and Pine Island Center and Royal Palm Beach, both Fla. (see below). Filed Oct. 31.

■ Marathon, Fla.—Kevin E. Harkins seeks 97.4 mhz. Address: P.O. Box 113, 73 Coral Dr., Key Colony Beach, Fla. 33051. Principal has no other broadcast interests. Filed Oct. 24.

■ Pine Island Center, Fla.—Jerry J. Collins seeks 1200 khz, 10 kw-D, 1 kw-N. Principal is also applicant for AM's at Brandon and Lynn Haven, both Florida (see above) and Royal Palm Beach, Fla. (see below). Filed Oct. 31.

■ Port Saint Lucie, Fla.—Treasure Coast Broadcasting seeks 1190 khz, 2.5 kw-D. Address of counsel: Peter Gutmann, 1176 K St., N.W., Washington 20006. Principal is equally owned by Douglas Leo Peralta, his wife, Valerie Ann, and her brother, Robert Thomas Rowland Jr. None have other broadcast interests. Filed Oct. 31.

■ Royal Palm Beach, Fla.—Jerry J. Collins seeks 1190 khz, 2.5 kw-D, 1 kw-N. Principal also is applicant for AM's at Brandon, Lynn Haven and Pine Island Center, all Florida (see above). Filed Oct. 31.

■ Siesta Key, Fla.—J&K Broadcasters seeks 780 khz, 5 kw-D, 1 kw-N. Principal also is applicant for Destin, Fla. (see above) and Hollywood, S.C. (see below). Filed Oct. 31.

■ Silver Springs, Fla.—Richard H. Rowland seeks 1190 khz, 2.5 kw-D. Address of counsel: Peter Gutmann, 1776 K St., N.W., Washington 20006. Principal is chief operator of WQIK-AM-FM Jacksonville, Fla., which is owned by his parents. Filed Oct. 31.

Summary of broadcasting
as of July 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,723	162	4,885
Commercial FM	3,458	422	3,880
Educational FM	1,101	163	1,264
Total Radio	9,282	747	10,029
FM translators	693	403	1096
Commercial VHF TV	536	9	545
Commercial UHF TV	321	191	512
Educational VHF TV	112	5	117
Educational UHF TV	171	20	191
Total TV	1,140	225	1,365
VHF LPTV	168	84	252
UHF LPTV	48	69	117
Total LPTV	216	153	369
VHF translators	2,786	235	3,021
UHF translators	1,825	372	2,197
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Thonotosassa, Fla.—HFB Ltd. seeks 1200 khz, 10 kw-D, 2.5 kw-N. Address: 983 Jefferson Ave., Buffalo, N.Y. 14204. Principal is owned by Melvin Hoffman (60%), his son, Jeffrey L. (20%). Neither has other broadcast interests. Owner of remaining (20%), Q-Tech Associates, is general partnership of Alfred E. Anscombe, formerly station manager at WKBW-TV Buffalo, and James E. Greeley, Washington communications lawyer. Greeley has interest in applicant for LPTV's in Roanoke and Virginia Beach, both Virginia. Filed Oct. 31.

■ St. Mary's, Ga.—Lois V. Casey seeks 1190 khz, 2.5 kw-D. Address of counsel: Peter Gutmann, 1776 K St., N.W., Washington 20006. Principal owns 80% of permittee of WLKC-FM St. Mary's. Filed Oct. 31.

■ Ennis, Mont.—Big Sky Broadcasters seeks 710 khz, 10 kw-D. Address: P.O. Box 160, McAllister, Mont. 59740. Principal is owned by Scott Shurian, who has no other broadcast interests. Filed Oct. 13.

■ Hollywood, S.C.—J&K Broadcasters seeks 1200 khz, 25 kw-D. Principal also is applicant for Destin, and Siesta Key, both Florida (see above). Filed Oct. 31.

■ Rural Retreat, Va.—Highlands Broadcasting Inc. seeks 660 khz, 250 kw-D. Address: 440 Franklin St., Wytheville, Va. 24382. Principal is equally owned by Ernest F. Wilson and wife, Ruth F., who have no other broadcast interests. Filed Oct. 31.

TV applications

■ Las Vegas—Way of the Cross Nevada seeks ch. 15, ERP: 5,000 kw vis., 500 kw aur.; HAAT: 1,166 ft. Address: 1004 Crystal Court, Lexington, Ky. Principal is nonprofit religious group headed by Edward C. Bowlds. It has been granted ch. 62 in Lexington, Ky. but hearing has not yet been terminated. It is also applicant for new TV's at Hutchinson, Kan.; Mobile, Ala.; New Iberia, La., and Ogden, Utah (see below).

■ Ogden, Utah—Way of the Cross of Utah Inc. seeks ch. 9, ERP: 300 kw vis., 30 kw aur., HAAT; 526.3 ft. Principal has also filed for new TV at Las Vegas (see above).

AM actions

■ Limon, Colo.—Robad Broadcasting Co. granted 1120 khz, .25 kw-D. Principal: Robert D. Hawthorne, who has no other broadcast interests. Action Nov. 1.

FM actions

■ Key Largo, Fla.—Key Largo Broadcasters app. returned for 103.9 mhz, 3 kw, HAAT: 197.38 ft. Principal is owned by John Raymond Meyers, who is staff engineer at noncommercial WLRN-FM-TV Miami. Action Oct. 31.

■ *Columbus, Ga./Phenix City, Ala.—Troy State University granted 91.7 mhz, 50 kw, HAAT: 1,000 ft. Principal: Nonprofit educational institution, headed by Dr. Ralph W. Adams, president. It has no other broadcast interests. Action Oct. 31.

■ Falmouth, Mass.—Schooner Broadcasting Inc. granted 100.9 mhz, 3 kw, HAAT: 287 ft. Principals: Edward P. Morris, Brenda M. Westgate (30%) each, Linda R. Baines and Middleton E. O'Malley-Keyes (20% each). Morris is vice president of WCIB(FM) Falmouth, Mass., where Westgate is former account executive. O'Malley-Keyes is announcer at WCIB, and Baines is former account executive. Action Oct. 28.

■ Falmouth, Mass.—Cape Communications app. dismissed for 100.9 mhz, 3 kw, HAAT: 300 ft. Action Oct. 28.

TV actions

Cocoa, Fla.—Glorious Church of God in Christ Inc. granted ch. 18; ERP: 5,012 kw vis., 501 kw aur., HAAT: 460 ft. Principal is headed by Dr. Charles L. Kennedy, pastor. Action Oct. 14.

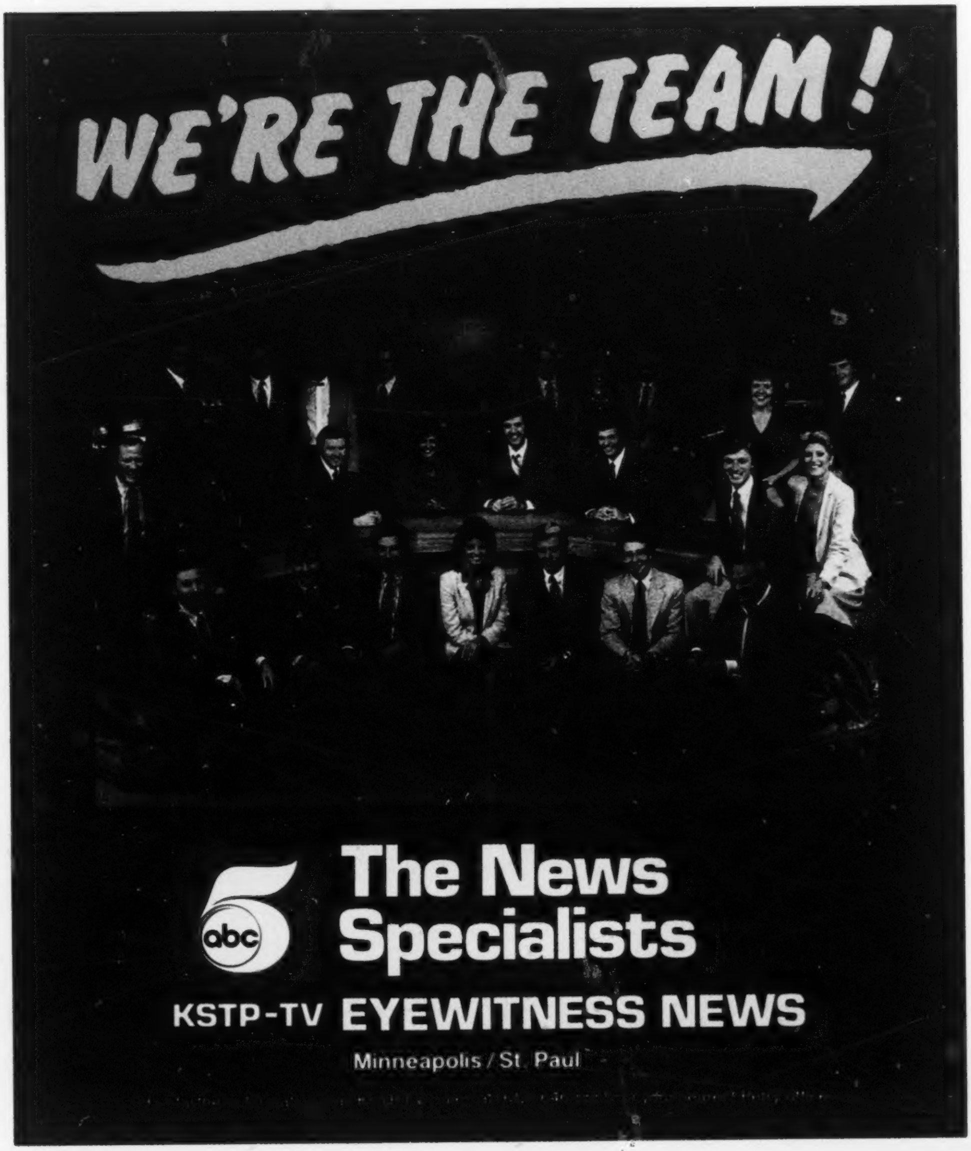
■ Kailua-Kona, Hawaii—Manulele Broadcasting Inc. app. dismissed for CP on ch. 6, ERP: 45.1 kw vis., 4.51 kw aur., HAAT: 3,182 ft. Action Oct. 18.

■ Salem, Mass.—Seacoast Broadcasting Inc. app. dis-

11/29/83
C1750-1

The Fifth Estate

Broadcasting Nov 28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Vol. 105 No. 22

Broadcasting Nov 28

FCC poised to change dramatically rule of 7's □ Comments abound in TV dereg proceeding □ Fourth quarter business causing first quarter worries □

LAST LEGS □ Broad consensus in rulemaking to modify FCC's multiple ownership requirements arises out of comments; only remaining question: what, if any, limits to set. **PAGE 23.**

CARRYOVER EFFECT □ Slow fourth quarter in network and spot advertising is causing some to worry that first quarter will be affected; some forecasters reduce earnings projections for networks. **PAGE 24.**

DRY TV □ Public interest groups file petition at FTC asking that all advertisements for alcohol be removed from the public airwaves. **PAGE 25.**

RATINGS FIRESTORM □ ABC movie about nuclear war lives up to its billing, blowing away its competition. **PAGE 26.**

GETTING SET □ ABC readies its Sarajevo facilities in preparation for next February's winter Olympics there. **PAGE 28.**

MEGAPAPER □ FCC receives thousands of pages of comments in television deregulation proceeding. **PAGE 29.** NAB presents four different studies to back push to free television broadcasters from federal regulation. **PAGE 30.**

FINAL ACTION □ Congress passes measure for FCC authorization; passes funding levels for CPB. **PAGE 32.**

STATE DECISIONS □ Dougan given rank of ambassador; Office of the Coordinator for International Communications and Information codified by Congress. **PAGE 32.**

HEAD THEM OFF □ Denton introduces bill to block X-rated political ads; House members introduce bill barring FCC from changing political broadcasting laws until Jan. 1, 1985. **PAGE 34.**

SOUTHERN DISCOMFORT □ Puerto Rican broadcasters urge FCC to help them with interference problems from other countries. **PAGE 38.**

ACT ORDER □ Court imposes deadline for FCC to complete children's TV rulemaking by year's end. **PAGE 38.**

TURNABOUT □ FCC Review Board approves grant of UHF to nonminority group, which was deemed better able to meet needs of minority population than minority applicant. **PAGE 42.**

SELLING TREND □ Radio group owners are trading up for more profitable stations. **PAGE 44.**

THOMOPOULOS DOCTRINE □ ABC's Broadcast Group president announces containment policy to curb programing costs. **PAGE 50.**

SAME STRENGTH □ Ratings indicate veterans remain at top of favorite syndicated shows. **PAGE 50.**

NO TIME LEFT □ Time Inc. announces shutdown of its cable teletext service in Florida and California. **PAGE 60.**

PUBLIC SERVANT □ NAPTS head Bruce Christensen has attempted to lead by following; divining the direction member stations are heading and helping them attain their goals. **PAGE 87.**

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on Nielsen's October measurements in the 23 markets.

In Monday-through-Saturday prime access time on network affiliates, *Hee Haw*, the venerable country music variety show, remained the top share winner among syndicated programs. Seen on six affiliates in access time, it averaged a 29% share. *Dance Fever*, on seven stations, came in second with a 25 share. *Wheel of Fortune*'s 24 share was two points ahead of *Family Feud PM* (on 20 stations) and *Tic Tac Dough* (on seven), which tied for fourth. Another new syndicated program, *This is Your Life*, ranked eighth, averaging an 18 share on the three affiliates carrying it in access time. Two other newcomers, *Love Connection* and *Taking Advantage*, ranked 12th and 13th with shares of 11 and 8, respectively. *Love Connection* was on three affiliates in access time, *Taking Advantage* on four. (Paramount Television, which syndicates *Taking Advantage*, said last week that the weekly financial program, scheduled primarily on Sunday morning and in weekend access, had averaged a 4.6 national Nielsen rating during its first eight weeks on the air.)

On independent stations in the access period, *M*A*S*H* and *Three's Company* tied for first place in rankings according to audience share, averaging 19% each, with *Solid Gold* coming in third at 18%. *M*A*S*H* was on 12 independents in access time, *Three's Company* on nine and *Solid Gold* on 10.

In Monday-Friday daytime on network affiliates, *Donahue* continued to rule, averaging a 32 share on 21 stations, followed by *Joker's Wild* with a 21 share on three stations. *Hour Magazine*, on 12 stations, and *Tic Tac Dough*, on six, tied for third with 20 shares. Three new syndicated shows appeared in the list: *Love Connection* tied with *The 20-Minute Workout* for fifth place, averaging a 12 share; *Woman to Woman* tied with *Family* for seventh at 11, and *Breakaway* came in ninth at 6. *Love Connection* was on six affiliates in daytime, *Woman to Woman* on 10 and *Breakaway* on three.

In Monday-Friday daytime on independents, *Woman to Woman* and another newcomer, *Inspector Gadget*, were in a three-

'Day After' sweeps ABC to victory

On the strength of the highest-rated network movie of all time (see "Top of the Week"), ABC-TV won the eighth week of the prime time ratings race with a 1.3 rating-point lead over second-ranked CBS-TV. NBC-TV, which finished last on every night of the week (ending Sunday, Nov. 20), and averaged only a 20.6 share of the audience, suffered its lowest weekly rating and share since the week ending Feb. 13, when ABC aired its mini-series *Winds of War*

ABC won Monday, Saturday and Sunday while CBS, which aired parts two and three of its mini-series, *Chiefs*, won Tuesday, Wednesday, Thursday and Friday. Despite its second-place finish, CBS aired eight of the week's top ten programs, while ABC and NBC each had only one. Of the week's top 30 programs, however, ABC was ahead, airing 13 to CBS's 12 and NBC's five.

For the week, according to A.C. Nielsen's National Television Index, ABC averaged a 20.4 rating/31.3 share, compared with a 19.1/29.2 for CBS and a 13.5/20.6 for NBC. CBS remains ahead in season-to-date ratings, averaging an 18.2/29 to ABC's 17.8/28 and NBC's 15.1/24. In averages for the November sweeps, set to end this week, CBS is also ahead, having averaged a 19 rating as of Nov. 20 to ABC's 18.3 and NBC's 14.6.

ABC's broadcast of the highly controversial movie *The Day After*, on Sunday, helped the network to a 36.9/51.5 for the night, more than twice the rating and share for CBS (16.1/22.5) and three times that of NBC (12.2/17.6). A special one-hour installment of the occasional ABC News program, ***Viewpoint***, aired following the movie, contained no advertising and was given no national rating, although overnight ratings in Nielsen's six metered markets indicate it may have been the highest- rated news broadcast in network history.

Part one of NBC's highly publicized mini-series, ***Kennedy*** (12/17), proved no competition for *The Day After* and finished third in its time period.

ABC's victory Monday came in part from the season's second-highest-rated ***Monday Night Football*** broadcast (18.1/29), a game between the Atlanta Falcons and the Los Angeles Rams. The game helped ABC to a 19.5/28.8 average for the night, against the usual front-runner, CBS (18/27.3), which aired its regular series lineup, and NBC (15.8/23.5). NBC's telecast of the movie, "Ordinary People" (18.2/29), won its time period, but its lead-in ***Boone*** (11/14) finished third behind CBS's ***Scarecrow and Mrs. King*** (19.5/29), which had its highest rating in a month, and ABC's ***That's Incredible*** (17.6/26).

Although *A Team* (25.1/37) gave NBC a big lead in the 8 p.m. slot on Tuesday, the rest of its lineup fell victim to ***Chiefs, part two*** (23/36). ***Bay City Blues*** (7.2/12), NBC's new 10-p.m. entry, continued its steady decline since its premiere four weeks ago and helped drag NBC's nightly average down to a 16.1/24.8, behind CBS's 20.6/31.4 and ABC's 17/26.5.

On Wednesday, ***Chiefs, part three*** (23.7/36) overpowered ABC's formidable series lineup, helping CBS to a 20.8/31.7 for the night. ABC, which won the 8-p.m. slot with ***Fall Guy*** (20.6/32), finished second (19.4/29.7) followed by NBC (13.9/21.2), which saw its series lineup open with ***Real People*** (16.3/25) and then decline steadily in ratings to close with ***St. Elsewhere*** (10.9/17).

ABC pulled slightly ahead of NBC on Thursday by opening its night with a one-hour special, ***World's Funniest Commercial Goofs*** (19.5/29), and averaging a 15.7/23.7 to NBC's 15.4/23.1. NBC last week renewed its only new Thursday-night series, ***We Got It Made***, through the end of the season. CBS, with all three of its series in the week's top ten, averaged a 22.8/34.4 for the night.

On Friday, NBC's lowest-rated night of the week, that network's telecast of the movie "Blowout" (8.1/13) contributed to a disastrous 8.4/13.5 for the night overall, far behind ABC's 15.3/24.9 and CBS's 23.2/37.7. NBC's 8:30-p.m. comedy ***Jennifer Slept Here*** (8.6/14) had its lowest-rated outing so far this season, while its competition on ABC, ***Webster*** (18.1/29), hit its season high.

Rank	Show	Network	Rating/Share
1.	The Day After	ABC	46.0/62
2.	Dallas	CBS	27.5/43
3.	Simon & Simon	CBS	25.2/37
4.	A Team	NBC	25.1/37
5.	Falcon Crest	CBS	23.7/40
6.	Chiefs, Part 3	CBS	23.7/36
7.	Chiefs, Part 2	CBS	23.0/36
8.	60 Minutes	CBS	22.8/34
9.	Magnum, P.I.	CBS	22.2/33
10.	Knots Landing	CBS	21.5/33
11.	Fall Guy	ABC	20.6/32
12.	Dynasty	ABC	20.6/30
13.	AfterMASH	CBS	20.5/29
14.	Scarecrow and Mrs. King	CBS	19.5/29
15.	Commercial Bloopers	ABC	19.5/29
16.	Newhart	CBS	19.2/28
17.	Hart to Hart	ABC	19.0/32
18.	Love Boat	ABC	19.0/31
19.	Dukes of Hazzard	CBS	18.3/30
20.	Ordinary People	NBC	18.2/29
21.	NFL Monday Night Football	ABC	18.1/29
22.	Webster	ABC	18.1/29
23.	That's Incredible	ABC	17.6/26
24.	Hill Street Blues	NBC	17.4/27
25.	Cheers	NBC	17.2/25
26.	Hotel	ABC	16.9/27
27.	Real People	NBC	16.3/25
28.	Fantasy Island	ABC	16.2/28
29.	Benson	ABC	16.2/27
30.	Smokey and the Bandit II	ABC	16.0/24
31.	Remington Steele	NBC	15.9/24
32.	Mississippi	CBS	15.9/23
33.	T.J. Hooker	ABC	15.8/26
34.	20/20	ABC	15.5/24
35.	Matt Houston	ABC	15.3/26
36.	Facts of Life	NBC	15.2/22
37.	Ripley's Believe It Or Not	ABC	15.1/23
38.	Whiz Kids	CBS	15.0/23
39.	We Got It Made	NBC	15.0/22
40.	Emerald Point N.A.S.	CBS	14.7/24
41.	Trapper John, M.D.	CBS	14.6/22
42.	NFL Football	NBC	14.4/23
43.	Alice	CBS	14.4/19
44.	Diff'rent Strokes	NBC	14.3/24
45.	Jeffersons	CBS	14.0/18
46.	Mommie Dearest	CBS	13.9/23
47.	Silver Spoons	NBC	13.9/23
48.	Family Ties	NBC	13.9/21
49.	Men and Women	NBC	13.5/22
50.	Lottery	ABC	13.5/21
51.	Gimme A Break	NBC	13.2/20
52.	Mama's Family	NBC	12.4/18
53.	Trauma Center	ABC	12.1/18
54.	Kennedy, Part 1	NBC	12.0/17
55.	Great Day	CBS	11.5/19
56.	Goodnight, Beantown	CBS	11.5/15
57.	Yellow Rose	NBC	11.3/19
58.	Boone	NBC	11.0/16
59.	St. Elsewhere	NBC	10.9/17
60.	Mr. Smith	NBC	9.1/15
61.	Jennifer Slept Here	NBC	8.6/14
62.	Blowout	NBC	8.1/13
63.	First Camera	NBC	7.7/11
64.	Bay City Blues	NBC	7.2/12

* Rating represents average of game runover plus 4-minute post-game show

owned by Donald W. Poucher, president. It has no other broadcast interests. Buyer is owned by Terry D. Reed (49%); his wife, Laura W. (1%); Jesse D. Newman and his wife, Anna L. (25% each). Jesse Newman also owns WBUC(AM) Buckhannon, W. Va. Action Nov. 9.

■ WFXW(AM) Geneva, Ill. (1480 khz, 1 kw-D, 500 kw-N)—Granted assignment of license from Miller Broadcasting Inc. to Gamel Broadcasting Inc. for $530,000 including assumption of $260,000 debt and $60,000 noncompete agreement. Seller is licensee of WMMB(AM)-WYRL(FM) Melbourne, Fla. Howard A. Miller is president and 100% owner. Buyer is owned by Gerald W. Gamel, president, and wife, Ira L. (17% jointly); John A. Cassens and son, John E. H. (50% jointly), and four other Illinois investors. Gerald Gamel is farm director at WSDR(AM) Sterling, Ill.; Ira Gamel is part-time receptionist there. Both will cease employment upon FCC approval of application. Action Nov. 7.

■ WBFC(AM) Stanton, Ky. (1470 khz, 1 kw-D)—Granted assignment of license from Roger H. Wells to Jerry Wilson for $67,000. Seller has no other broadcast interests. Buyer is on-air personality at WBFC. Action Nov. 7.

■ WKLZ(AM) Kalamazoo, Mich. (1470 khz, 500 w-D, DA-D)—Granted assignment of license from Circle Corp. to Independent Voice Inc. for $120,000. Seller is owned by Walter Isbert (51%) and Larry Kronenberger (49%). It has no other broadcast interests. Station has been off-air since May 29 because of financial difficulties. Buyer is owned by Edward Gainor (52%), Eric J. Elstro (30%) and Lisa L. Gill (18%). Gainor is currently director of news and operations, and Elstro is currently reporter, both at WSJM(AM) St. Joseph, Mich. Both will resign. Gill is formerly reporter at WSJM. Action Nov. 7.

■ WLRC(AM) Walnut, Miss. (850 khz, 250 w-D)—Granted assignment of license from Associated Christian Enterprises to B.R. Clayton and Martha S. Clayton for $100,000. Seller is owned equally by James R. (Ron) Mitchell and Larry Dunlap. Both are Baptist ministers and have no other broadcast interests. Buyers are husband and wife. Martha Clayton was assistant program director at WKXC(AM) New Albany, Miss. B.R. (Robert) Clayton is shift foreman with Tenneco Inc. Action Nov. 7.

■ WHJJ(AM)-WHJY(FM) Providence, R.I. (920 khz, 5 kw-U; FM: 94.1 mhz, 50 kw, HAAT: 546 ft.)—Granted assignment of license from Franks Broadcasting Co. Inc. to Federal Communications Corp. for $8.85 million (BROADCASTING, July 4). Seller is owned by John E. Franks, president. It has no other broadcast interests. Buyer is owned by Robert E. Fish (75%) and Janet R. Karger (25%). Fish is vice president and general manager of WRKO(AM) Boston. Action Nov. 4.

■ WBOL(AM)-WVST(FM) Bolivar, Tenn. (1560 khz, 250 w-D; FM: 96.7 mhz, 3 kw, HAAT: 300 ft.)—Granted transfer of control of Bolivar Broadcasting Service Inc. from William H. Morrow (55% before; none after) to Warren H. Isbell (none before; 55% after) for $200,000. Seller has no other broadcast interests. Buyer is leather worker at Armira Corp. in Bolivar, and has no other broadcast interests. Granted Nov. 8.

■ WIDD-FM Elizabethton, Tenn. (99.3 mhz, 3 kw, HAAT: minus 79 ft.)—Granted assignment of license from Southern Signal Corp. to Norman A. Thomas Jr. for $500,000. Seller is equally owned by H. Curtis Williams, president, and H. Gene Artrip. They also own 40% of WPRT-AM-FM Prestonburg, Ky. Buyer also owns WSJO(AM) Jonesboro, Tenn. Action Nov. 3.

■ WPQZ(AM) Clarksburg, W. Va. (1400 khz, 1 kw-D, 250 kw-N)—Granted assignment of license from The Gilcom Corp. of West Virginia to Radio Two for $387,500. Seller is owned by Edward T. Giller, who also owns WFBG-AM-FM Altoona, Pa., and WEIR(AM) Weirton, W. Va. Giller is applicant for WLEE(AM) Richmond, Va. Buyer is owned by Jack T. Cloyd (90%) and his son, J. Michael Cloyd (10%). They also own WKKW(FM) Clarksburg. Action Nov. 9.

■ [CP] KLWY(TV) Cheyenne, Wyo. (ch. 27; 4,270 kw vis., 427 kw aur.; HAAT: 760 ft.)—Granted assignment of license from The Chrysostom Corp. to Heart of Wyoming Television Inc. for $125,000. Seller is headed by Daniel M. Burke, president. It also owns KCWY-TV Casper, KOWY(TV) Lander and KWWY(TV) Rock Springs, all Wyoming. Buyer is principally owned by A.J. Stanton Jr., president, who owns 50% of applicant for new TV at Casper. Action Nov. 7.

In contest

Rulings

■ Stuttgart, Ark.—Review Board denied appeal by Riceland Communications Inc., applicant for new FM at Stuttgart, from order dismissing its app. and granting the competing app. of Chudy Broadcasting Corp. (BC 82-633-4). MO&O adopted Nov. 6.

■ Clovis, Calif.—Review Board granted app. of North Star Communications for new TV on ch. 43 at Clovis and denied competing app. of San Joaquin Television Improvement Corp. for same facilities. (BC 82-552-3). Decision adopted Nov. 6.

■ Oildale, Calif. (KMAP Inc. et al.)—ALJ Thomas B. Fitzpatrick granted settlement agreements; dismissed app. of KMAP Inc. and Steven Rodriquez Macias; granted app. of KB Enterprises for new FM at Oildale, and terminated proceeding. (MM 83-178-80). MO&O adopted Nov. 8.

■ Rancho Mirage and San Marcos, Calif. (Central Pacific Broadcasting Corp. and Radio 1210 Inc.)—Granted motion for summary decision by Central Pacific; resolved financial qualification and environment impact issues in its favor, and granted its app. to operate on 1200 khz in Rancho Mirage. (MM 83-785; 787). Summary decision adopted Nov. 2.

■ Rancho Mirage, San Jacinto and San Marcos, Calif.—Review Board denied appeal by Radio 1210 In., successor in interest to North County Broadcasters, from MO&O by ALJ Walter C. Miller released Sept. 27 in which he stated that North County's app. could not be granted without hearing due to serious character question regarding one of its principals. Miller had granted settlement agreement between North County and another applicant. (MM 83-785-87). Adopted Nov. 9.

■ Riverbank, Calif. (Riverbank Broadcasters and Radio Riverbank Inc.)—ALJ Joseph Stirmer granted settlement agreement; dismissed app. of Riverbank Broadcasters, granted app. of Radio Riverbank Inc. for new AM in Riverbank, and terminated proceeding. (MM 83-509-10). MO&O adopted Nov. 9.

■ Hilo and Waimea, Hawaii—Review Board granted settlement agreement; dismissed app. of Alegria II Inc. for new AM on 670 khz at Waimea; granted app. of Hawaii Broadcasting Co. Inc. for authority to change frequency of its AM station, KPUA Hilo, Hawaii, from 970 khz to 670 khz, and terminated proceeding (BC 82-167-8). Order adopted Nov. 10.

■ East St. Louis, Ill. (Minority Broadcasters of East St. Louis Inc. and Spectrum Telecommunications Corp.)—ALJ Edward J. Kuhlmann granted app. of Minority and denied competing app. of Spectrum. Spectrum had demerit assessed against it for carelessly preparing its app. (BC 82-378, 380). Initial decision issued Nov. 8.

■ Madill, Okla. (TAP Communications Inc. and Radio Station KMAD)—ALJ Joseph Chackin granted settlement agreement; dismissed app. of TAP; granted app. of KMAD for new FM at Madill, and terminated proceeding. (MM 83-971-2). MO&O adopted Nov. 9.

Summary of broadcasting
as of July 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,723	162	4,885
Commercial FM	3,458	422	3,880
Educational FM	1,101	163	1,264
Total Radio	9,282	747	10,029
FM translators	693	403	1096
Commercial VHF TV	536	9	545
Commercial UHF TV	321	191	512
Educational VHF TV	112	5	117
Educational UHF TV	171	20	191
Total TV	1,140	225	1,365
VHF LPTV	168	84	252
UHF LPTV	48	69	117
Total LPTV	216	153	369
VHF translators	2,786	235	3,021
UHF translators	1,825	372	2,197
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

■ Christiansted, V.I. (Virgin Islands Broadcasting Corp. and B and B Partnership)—ALJ Edward J. Kuhlmann granted settlement agreement; dismissed app. of B and B; granted app. of Virgin Islands Broadcasting Corp. for new FM on ch. 262 (100.3 mhz) at Christiansted, and terminated proceeding (MM 83-932-3). MO&O adopted Nov. 7.

■ Quantico, Va.—Chief, Mass Media Bureau denied petition by Amvideo of Virginia Inc., for waiver of mandatory signal carriage rules and ordered it to begin carrying on its cable system serving Quantico, within 30 days, signal of noncommercial education station WHMM-TV Washington, ch. 32. MO&O adopted Nov. 7.

■ Casper, Wyo. (Wentronics Inc. and Hi Ho Television)—Commission denied Hi Ho, licensee of TV translator K20AB, ch. 20, Casper, review of staff action granting Wentronics, operator of cable television system serving Casper and neighboring communities, waiver of mandatory signal carriage rules. Action upheld challenge to Hi Ho's signal quality and reliability. MO&O adopted Nov. 8.

Allocations

Proposed

■ Camden, Ark.—Gary D. Terrell proposed assignment of ch. 237A to Camden; community's second FM service. Site restriction of 5.7 miles south of Camden required. Comments due Jan. 9; reply comments Jan. 24. Address of consultant: Edward M. Johnson and Associates Inc., One Regency Square, Suite 450, Knoxville, Tenn. 37915. (MM 83-1231). Adopted Oct. 31.

■ Grass Valley and Chester, Calif.—Eric R. Hilding requested assignment of class B ch. 256 to Grass Valley; community's second FM assignment. Minimum distance separation requires substitution of ch. 280A for class C ch. 255 at Chester. No app.'s have been filed for ch. 255 at Chester since it was assigned 18 months ago. Comments due Jan. 9; reply comments, Jan. 24. Address: P.O. Box 1300, Freedom, Calif. 95019. (MM 83-1232). Adopted Nov. 2.

■ Ventura, Calif.—Stephen J. Mewhort proposed assignment of UHF ch. 41 to Ventura; community's second commercial television service. Mexican concurrence must be obtained. Comments due Jan. 9; reply comments, Jan. 24. Address: P.O. Box 843, Clovis, Calif. 93612. (MM 83-1236). Adopted Nov. 2.

■ Yucaipa, Calif.—Shepherd Communications proposed assignment of ch. 215A to Yucaipa; community's first noncommercial educational FM service. Site restriction of 4.6 miles east of Yucaipa. Mexican concurrence must be obtained. Address of counsel: Donald L. Crosby, Florida National Bank Building, 700 Central Ave., P.O. Drawer 1441, St. Petersburg, Fla. 33731. Comments due Jan. 5; reply comments, Jan. 20. (MM 83-1202). Adopted Oct. 20.

■ Fort Walton Beach, Fla.—Fort Walton Beach Television Inc. proposed assignment of UHF ch. 17 to Fort Walton Beach; community's third television facility. Comments due Jan. 9; reply comments, Jan. 24. Address: P.O. Box 777, Marianna, Fla. 32446. (MM 83-1235). Adopted Nov. 2.

■ Roswell, Ga. and Andrews, N.C.—Jess Jimenez requests assignment of ch. 59 to Roswell and substitution of ch. *24 for ch. *59 at Andrews. Address of consultant: A.G. Thiessen, Suite 418, Uptain Building, Chattanooga, Tenn. 37411-4065. Petition will be treated as counterproposal in (MM 83-1135) and statements should be submitted as reply comments, subject to that deadline.

■ Newton, Iowa—IPBC Inc. proposed assignment of UHF ch. 39 to Newton; community's first television facility. Comments due Jan. 9; reply comments, Jan. 24. Address of counsel: Dominic Monahan, 1225 Connecticut Ave., N.W., Suite 500, Washington, D.C. 20036. (MM 83-1237). Adopted Nov. 2.

■ Iron River, Mich.—Channel 23 proposed for assignment to Iron River; community's first television service. Petitioner: Iron River Telecasting Company. Address of counsel: Liberman, Sanchez and Bentley, 2000 L St., N.W., Suite 200, Washington, D.C. 20036. Comments due Jan. 5; reply comments, Jan. 20. (MM 83-1204). Adopted Oct. 20.

■ Stephenson, Mich.—Robert A. Sherman proposed assignment of ch. 257A to Stephenson; community's first FM assignment. Canadian concurrence must be obtained. Comments due Jan. 5; reply comments, Jan. 20. Address: 1039 Division, Port Huron, Mich. 48060. Adopted Oct. 20.

■ Bloomfield, N.M.—KBRY Inc. proposed assignment of class C ch. 283 to Bloomfield; community's first FM service. Comments due Jan. 9; reply comments, Jan. 24. Address of counsel: Vincent J. Curtis Jr., 1226 Connecticut

12/5/83
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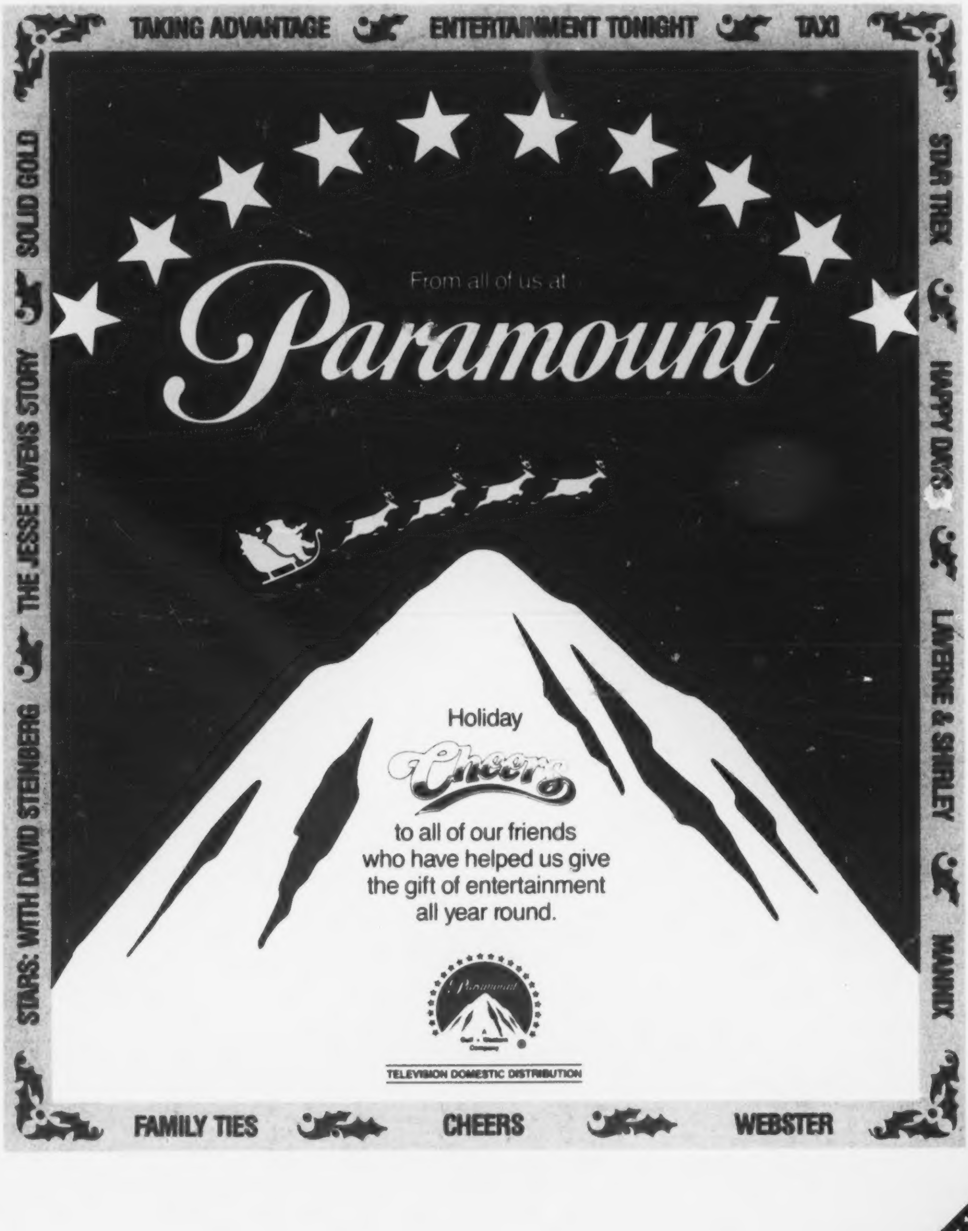
The Fifth Estate

Broadcasting Dec 5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NETWORK STATUS REPORT
FOR FALL '83

Vol. 105 No. 23

Broadcasting Dec 5

Three networks enjoy ratings, HUT resurgence □ CBS wins November sweeps □ Draft of Wirth dereg bill circulates □ TeleFirst set for takeoff

RATINGS REBOUND □ Although order remains the same, overall numbers for the three networks are up over last year. **PAGE 35.** November sweeps go to CBS, followed by ABC and NBC. **PAGE 36.**

DEREG DRAFT □ House deregulation measure contains little broadcasters could support, NAB says. **PAGE 37.**

COMMERCIAL AGREEMENT □ ABC and NBC agree to use split 30's from Alberto-Culver. **PAGE 39.**

CHANGE IN TUNE □ Cities vote to withdraw support from cable deregulation bill (H.R. 4103) that leadership of National League of Cities had supported. **PAGE 39.**

LAUNCH DATE □ ABC announces that TeleFirst will go on the air in Chicago on Jan. 17; films to be shown will be post-box office, but pre-pay TV run. **PAGE 40.**

SIGNING OFF □ FCC votes to get out of the call sign business, saying disputes should be resolved in court. **PAGE 41.**

HANDS ACROSS WATERS □ Japanese and U.S. broadcasters meet to discuss differences, similarities and problems between two broadcasting systems. **PAGE 42.**

PROGRAMING SHOW □ NCTA puts the finishing touches on its annual programing conference and presentation of its ACE awards, set for next weekend at Biltmore hotel in Los Angeles. **PAGE 46.**

DISPUTED STUDY □ Blair Television survey finds that overall share of barter advertising dollars is closer to $321 million than the $500 million usually cited in industry estimates. Syndicators denounce study, citing faulty methodology. **PAGE 52.**

MAKING IT EASIER □ Panelists at Boston seminar say new electronic age of radio research will help, not hinder, sales staffs. **PAGE 54.**

TOP 400 □ Fifth Estaters appear prominently in list by *Forbes* magazine of richest Americans. **PAGE 58.**

CHECKLIST □ SDX draws up number of resolutions protesting government actions restricting flow of information. **PAGE 60.**

DEBATE DATES □ League of Women Voters schedules two more debates for Democratic candidates. **PAGE 60.**

LOTTERY SUGGESTIONS □ Reaction is mixed to FCC idea of using lotteries for multichannel multipoint distribution service applications. **PAGE 67.**

SEXISM SUIT □ Milwaukee independent television station wins sex discrimination case brought by female employe. **PAGE 68.**

BREAKUP FALLOUT □ Three television networks express concern to FCC over what the new transmission rates will be after Jan. 1 division of Bell system. **PAGE 70.**

TRIPLE THREAT □ David Henderson has parlayed his first-hand experience in television advertising, production and management into a top spot at Outlet. **PAGE 95.**

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said. The panel lineup: Sonya Friedman of USA Cable Network (moderator); John C. Malone, president, Tele-Communications Inc.; Alan Landsburg, chairman, Alan Landsburg Productions; Terry McGuirk, vice president, Turner Broadcasting System; Phil Guarascio, senior vice president, media management, Benton & Bowles, and Raymond Joslin, president, Hearst Cable Communications.

According to Dooley, HBO's plans to organize cable programers and operators to offer a cooperative low-power DBS service is bound to be discussed at the conference's final session—"Future View—Who'll Call the Shots." The session features Gerald Levin, group vice president, video group, Time Inc., of which HBO is a part, and Ted Turner, president, Turner Broadcasting System, who has said TBS may join the HBO-inspired venture. The panel also includes Cable News Network anchor Don Farmer (moderator) and Andre Blay, chairman, Embassy Home Video.

The panelists for the opening session, "Pay TV: What's New Versus What's Needed," are Cable News Network's Chris Curle (moderator); Frank Biondi, president, HBO (a last-minute replacement for Michael Fuchs, president, entertainment group, Home Box Office); Jim Jimirro, president, Walt Disney Telecommunications; Mike Weinblatt, president, Showtime/The Movie Channel; Paul Klein, The Playboy Channel; John Charlton, senior vice president, programing, marketing and sales, Warner Amex Cable Communications, and John Gault, president, Manhattan Cable.

Like NCPC, the ACE awards ceremony has undergone some changes. It's been moved from the Beverly Theater in Beverly Hills to the Cocoanut Grove in the Ambassador hotel. Because NCTA is giving out more awards this year, the program will be expanded from a single two-hour affair to two consecutive events—an hour-and-a-half ceremony for presentation of programing and craft awards followed by a two-hour ceremony for presentation of the remaining programing and craft awards and the performance awards. Only the second ceremony will be televised. The events are being produced by Dick Clark Co. and hosted by comedian David Steinberg. ☐

CBS back on top in tight week

The week after *The Day After* featured special programing on all three networks plus the Thanksgiving holiday to continue the disruption of normal viewing patterns, but the order of finish in the prime time ratings race was as it has been for most of the new season—although unusually close, with NBC turning in its best performance yet. For the week (ended Nov. 27), CBS-TV led with a Nielsen rating/share of 17.1/27. ABC-TV was second with 16.8/27 and NBC-TV came in with a 16.4/26 as Nielsen tabulated the returns. Seven-tenths of a rating point separarated first place from third.

NBC protested that its weekly rating average actually was 16.8—that Nielsen wrongly excluded NBC affiliates carrying a 37-minute Sunday football runover from a lineup of stations carrying *First Camera* at that time. Instead of breaking out football, Nielsen showed *First Camera* with a 4.4/7 for this portion, then with a 7.1/11 for its remaining 23 minutes, when the football stations joined *First Camera* in progress. NBC officials said they expected a correction from Nielsen. Even without it, the network's ratings for the week were its best this season, exceeding the previous high point of 16.3 reached the week of Nov. 7.

NBC's *Kennedy* mini-series, its premiere deflated to a humbling 12/17 by ABC's *The Day After* blockbuster (BROADCASTING, Nov. 28), came roaring back in parts 2 and 3, winning both Monday and Tuesday nights for NBC. Part 2 produced a 22.3/34, besting the New York Jets vs. New Orleans on ABC's *Monday Night Football* (17.5/29) and leaving CBS which led its regular lineup with a special, *Classic Creatures: Return of the Jedi* (15.9/23)—in third place for the evening. *Kennedy-part 3* did even better, scoring 24.3/37 after a lead-in of 27.1/41 from *A-Team* (the week's top-rated show) and overpowering the CBS movie, *The Hunter* (12.8/20), as well as ABC's lineup (15.4/24).

ABC's regular Wednesday schedule of *Fall Guy, Dynasty* and the new *Hotel* won with ease, despite a Bob Hope special on NBC, *Professor Hope goes to College* (16.1/25), and "Tarzan the Ape Man" as CBS's Wednesday movie (14.7/23). For the night, ABC averaged 19.5/31, NBC 14.6/23 and CBS 13.5/21.

On Thursday night, NBC and ABC pitted specials against each other at 8-9 p.m., and both lost to *Magnum PI* (18.2/33), which led CBS's Thursday lineup to its normal win. ABC's special, *Hollywood's Private Home Movies*, came in at 12.1/22 while NBC's *Animals Are the Funniest People*, did a 13.5/24. ABC came in third that night.

NBC presented *Championship Boxing* from 9 to 11 p.m. Friday. The period averaged 17.5/28, but was perhaps more notable for the nose-dive the rating and share took following Larry Holmes's knockout of Marvis Frazier in the first round of the main bout: At 10-10:30, the numbers were 21.4/35; at 10:30-11, after the knockout, they were down to 13.0/22 (and ABC's *Matt Houston* had picked up five share points while CBS's *Falcon Crest* had added two). CBS won the night easily (21.7/36), with NBC second (14.7/24) by less than a rating point over ABC (14.0/23).

ABC's normal Saturday-night lineup was a winner again (17.6/29) while CBS came in second (16.1/27) and NBC third (11.3/18). ABC took Sunday night, which used to belong to CBS, with a strong performance by its Sunday movie, "Stripes" (24.0/36), which was the fifth-ranked show of the week, after *Hardcastle & McCormick's* 17.4/25. CBS's *60 Minutes* recorded a 26.4/39 to rank second for the week but a special movie presentation, *Memorial Day*, couldn't hold the lead-in and dropped to 16.4/24, giving CBS a 19.4/29 for the night against ABC's 20.0/29, while NBC had a 15.4/23.

It was the sixth weekly win of the season for CBS. ABC won the three other weeks. For the season to date, CBS is ahead with 18.1/28 to ABC's 17.7/28 and NBC's 15.2/24.

Rank	Show	Network	Rating/Share
1.	A Team	NBC	27.1/41
2.	60 Minutes	CBS	26.4/39
3.	Dallas	CBS	25.3/40
4.	Kennedy, Part 3	NBC	24.3/37
5.	Stripes	ABC	24.0/36
6.	Kennedy, Part 2	NBC	22.3/34
7.	Dynasty	ABC	21.3/33
8.	NFL Football	CBS	21.2/36
9.	Falcon Crest	CBS	21.1/36
10.	Simon & Simon	CBS	20.0/36
11.	Hotel	ABC	19.9/33
12.	Love Boat	ABC	19.6/31
13.	AfterMASH	CBS	19.5/27
14.	Fort Apache, The Bronx	NBC	19.3/29
15.	Three's Company	ABC	19.2/28
16.	Knots Landing	CBS	18.8/34
17.	Dukes of Hazzard	CBS	18.7/31
18.	Newhart	CBS	18.6/27
19.	Magnum, P.I.	CBS	18.2/33
20.	That's Incredible	ABC	17.9/27
21.	Knight Rider	NBC	17.5/26
22.	NFL Monday Night Football	ABC	17.5/29
23.	Heavyweight Champ. Boxing	NBC	17.5/28
24.	Hardcastle & McCormick	ABC	17.4/25
25.	Oh Madeline	ABC	17.3/26
26.	Fall Guy	ABC	17.2/27
27.	Hill Street Blues	NBC	17.1/31
28.	T.J. Hooker	ABC	17.1/28
29.	Hart to Hart	ABC	16.6/27
30.	Memorial Day	CBS	16.4/24
31.	Any Which Way You Can	CBS	16.3/27
32.	Bob Hope Special	NBC	16.1/26
33.	Benson	ABC	16.0/27
34.	Fantasy Island	ABC	16.0/27
35.	Return of the Jedi	CBS	15.9/23
36.	Trapper John, M.D.	CBS	15.7/27
37.	Webster	ABC	15.5/25
38.	Here Comes Garfield	CBS	15.1/25
39.	Silver Spoons	NBC	14.9/24
40.	Tarzan, The Ape Man	CBS	14.7/23
41.	Ripley's Believe It Or Not	ABC	14.6/22
42.	Cheers	NBC	14.2/25
43.	Boone	NBC	14.2/21
44.	Matt Houston	ABC	13.9/24
45.	Emerald Point N.A.S.	CBS	13.7/22
46.	Animals-Funniest People	NBC	13.5/24
47.	Diff'rent Strokes	NBC	13.4/22
48.	Mississippi	CBS	13.1/20
49.	The Hunter	CBS	12.8/20
50.	Lottery	ABC	12.3/20
51.	Hollywood Home Movies	ABC	12.1/22
52.	St. Elsewhere	NBC	11.7/19
53.	Happy Days	ABC	11.7/18
54.	20/20	ABC	11.6/21
55.	We Got It Made	NBC	11.1/20
56.	Whiz Kids	CBS	11.1/18
57.	Trauma Center	ABC	11.0/19
58.	Just Our Luck	ABC	11.0/17
59.	TV's Greatest Commercials	NBC	10.9/17
60.	Jennifer Slept Here	NBC	9.5/16
61.	Yellow Rose	NBC	8.9/15
62.	Mr. Smith	NBC	8.6/15
63.	First Camera (7:30-8 p.m.)	NBC	7.1/11
64.	First Camera (7-7:30 p.m.)	NBC	4.4/7

* Rating represents average of game runover plus 4-minute post-game show

31.6 kw, HAAT: 581 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit Calif.-based corp. promoting religious programing. It is licensee of eight FM's and two AM's, assignee of FM, and applicant for two TV's and 11 FM's. Filed Nov. 14.

■ Erskine, S.C.—Erskine College seeks 88.5 mhz, 40 kw, HAAT: 518 ft. Address: 101 Washington St., Box 205, Due West, S.C. 29639. Principal is nouprofit, nonstock corporation governed by board of trustees elected by Synod of Associate Reformed Presbyterian Church. Filed Nov. 10.

■ Athens, Tex.—Athens Educational Broadcasting Foundation seeks 88.7 mhz, 383 w, HAAT: 171 ft. Address: 101 McArthur St., Athens, Tex. 75751. Lawyer: Stuart B. Mitchell & Associates. Principal is charitable trust headed by trustees: Evell Davis, pastor; Joyce Lankford, secretary, and Olden Weatheread, exterminator. Filed Nov. 17.

■ Bridgeport, Tex.—Family Stations Inc. seeks 90.5 mhz, 40 kw, HAAT: 362 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit Calif.-based corp. promoting religious programing. It is licensee of eight FM's and two AM's, assignee of FM, and applicant for two TV's and 11 FM's. Filed Nov. 15.

■ Lubbock, Tex.—High Plains Broadcasting Inc. seeks 106.3 mhz, 3 kw, HAAT: 254 ft. Address: 5506 71st St., Lubbock, Tex. 79424. Lawyer: Harold Seligman. Principal is petitioning for acceptance of app., which is late. It is equally owned by three Lubbock investors: Jerry Hudson, Magdaleno Abner Euresti and Fulton Berry. Filed Nov. 14.

■ Odessa, Tex.—Odessa Educational Broadcasting Foundation seeks 90.5 mhz, 383 w, HAAT: 156 ft. Address: 505 East 42nd St., Odessa, Tex. 79762. Lawyer: Stuart B. Mitchell & Associates. Principal is charitable trust headed by Odessa trustees: Lenard A. Hartley, pastor; Dale Burney, teacher, and F.E. Bryant. Filed Nov. 14.

■ Plainview, Tex.—Cornett-Carr Broadcasting seeks 103.9 mhz, 3 kw, HAAT: 235 ft. Address: 4703 Silver Ridge Dr., Jacksonville, Fla. 32207. Principal is equally owned by Duane Cornett and Fritz W. Carr. Both are 27% owners of KOSG(FM) Iowa. Cornett is also applicant for new FM at Panama City, Fla., and is engineer at WOKV(AM)-WAIV-FM. Filed Nov. 9.

■ Waco, Tex.—Waco Educational Broadcasting Foundation seeks 90.7 mhz, 300 kw, HAAT: 75 ft. Address: 1208 N. Robinson Dr., Waco, Tex. 76706. Lawyer: F. Joseph Brinig. Principal is charitable trust headed by R.L. Whitworth, Waco minister. Filed Nov. 18.

■ Rhinelander, Wis.—Wiscom seeks 97.5 mhz, 100 kw, HAAT: 487.36 ft. Address is 500 W. Pioneer St., Crandon, Wis. 54520. Principal is owned by John D. Kronschnabl (41%) and wife, Paige A. (39%), and Timothy Roberts (10%) and his wife, Lori Johnson (10%). None have other broadcast interests. Filed Nov. 10.

Actions

FM's

■ Evergreen, Colo.—Evergreen Radio Inc. app. dismissed for 96.5 mhz, 100 kw, HAAT: 4,787 ft. Action Nov. 4, 1983.

■ Columbus, Ga.—Family Stations Inc. granted noncommercial educational 90.5 mhz, ERP: 8.5 kw, HAAT: 248 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit Calif.-based corp. promoting religious programing. It is licensee of eight FM's and two AM's, assignee of an FM, and applicant for two TV's and 11 FM's.

■ Valdosta, Va.—Cherry Lynn Rogers app. returned for 96.7 mhz, 3 kw, HAAT: 300 ft. Action Oct. 25.

■ Agana, Guam—Guam Radio Services Inc. app. dismissed for 100.3 mhz, 2.08 kw, HAAT: 941 ft. Action Oct. 31.

■ Agana, Guam—Radio K-57 app. dismissed for 100.3 mhz, 50 kw, HAAT: 1,028 ft. Action Nov. 10.

■ Kahului, Hawaii—Ke-Nui Corp. granted 99.9 mhz, 100 kw, HAAT: 540 ft. Address: Box 35, Kahului, Hawaii 96732. Principals: Thomas R. Elkins (61.5%) and Norma Phegley (38.5%), who own KNUI(AM) Kahului, Hawaii. Action Nov. 4.

■ Frankfort, Ky.—Black American Communications Inc. granted 89.9 mhz, 5 kw, HAAT: 886 ft. Address: 315 West Lexington St., Harrodsburg, Ky. 40330. Principal: Noncommercial corporation headed by Al F. Williams, chairman, and William Taylor, president. It has no other broadcast interests. Action Nov. 14.

■ Mooreland, Okla.—Lee Optical & Associated Companies Retirement & Pension Fund Trust app. dismissed for 101.1 mhz, 100 kw, HAAT: 706 ft. Action Sept. 15.

■ Woodward, Okla.—Omni Communications Inc. granted 101.1 mhz, 100 kw, HAAT: 1,005 ft. Address: 1418 Main St., Box 1360, Woodward 73801. Principals: J. Douglas Williams and Karen Laubhan (50% each). Williams is Woodward attorney. Laubhan is receptionist. Action Sept. 15.

■ Anson, Tex.—Lilly Amador granted 103.1 mhz, 3 kw, HAAT: 300 ft. Address: 8336 South Fifth St., San Joaquin, Calif. 93660. Principal is applicant for CP for new FM at Floydada, Tex. Action Nov. 16, 1983.

■ Del Rio—DR Broadcasting Inc. app. dismissed for 96.3 mhz, 25 kw, HAAT: 167.9 ft. Action Nov. 14.

TV's

■ Waterloo, Iowa—Waterloo Family TV app. dismissed for ch. 22; ERP: 1,227 kw vis., 122.7 kw aur., HAAT: 1,095 ft.; ant. height above ground 1,036 ft. Action Nov. 17.

■ Topeka, Kan.—Arapahoe Silent Majority Inc. app. dismissed for ch. 43; ERP: 1,995 kw vis., 19.95 kw aur., HAAT: 288 ft.; ant. height above ground: 286 ft. Action Nov. 16.

■ Wichita, Kan.—Wichita 33 Ltd. seeks ch. 33; ERP: 1,383 kw vis. 138.36 kw aur., HAAT: 1,007 ft.; ant. height above ground: 1,010 ft. Address: Suite 200, 500 Northridge Road, Atlanta 30338. Principals: Ronald E. Hayes (905) and Juanita F. Peay (10%), who have no other broadcast interests. Action Nov. 16.

■ Salt Lake City—American Television of Utah Inc. app. dismissed for ch. 13; ERP: 56.2 kw vis., 11.24 kw aur., HAAT: 3,853 ft.; ant. height above ground: 256.8 ft. Action Nov. 16.

Ownership changes

Applications

■ KECZ-FM Glendale, Ariz., and KJJJ(AM) Phoenix (910 khz, 5 kw-U; FM: 92.3 mhz, 100 kw, HAAT: 880 ft.)—Seeks transfer of control from A. Alfred Taubman (50% before; none after) to The Wolpin Co. (50% before; 100% after) for approximately $2 million. Stations were bought two years ago for $6,250,000 ("Changing Hands," Oct. 5, 1981). Seller is Bloomfield Hills, Mich., shopping center developer. He has no other broadcast interests. Buyer, which already owns other half of stations, is owned by Walter Wolpin (85%) and Fredric G. Weber (15%). Both are Detroit beer distributors and real estate investors who also own WCAR(AM) Livonia, Mich. Filed Nov. 14.

■ KNNN(FM) Phoenix (99.9 mhz, 100 kw, HAAT: 1,670 ft.)—Seeks assignment of license from American International Development Inc. to TransCom Communications for $3,980,000. Seller is owned by Julia Zozaya, who also has 1% interest in KTVW-TV Phoenix. Buyer is equally owned by Robert G. Herpe and Eric Hauenstein. Herpe, former board chairman of National Radio Broadcasters Association, recently sold WSCR(AM) Hamden and WPLR(FM) New Haven, both Connecticut, and WHLY(FM) Leesburg, Fla., for $7.3 million ("Changing Hands," Feb. 21). Hauenstein is former vice president and general manager of Sandusky Newspaper Stations and former co-owner of KDKB(FM) Mesa-Phoenix, Ariz. Filed Nov. 14.

Summary of broadcasting
as of July 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,723	162	4,885
Commercial FM	3,458	422	3,880
Educational FM	1,101	163	1,264
Total Radio	9,282	747	10,029
FM translators	693	403	1096
Commercial VHF TV	536	9	545
Commercial UHF TV	321	191	512
Educational VHF TV	112	5	117
Educational UHF TV	171	20	191
Total TV	1,140	225	1,365
VHF LPTV	168	84	252
UHF LPTV	48	69	117
Total LPTV	216	153	369
VHF translators	2,786	235	3,021
UHF translators	1,825	372	2,197
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ KCKC(AM) San Bernardino, Calif. (1350 khz, 5 kw-D, 500 w-N)—Seeks assignment of license from 1350 KC Inc. to KINL Inc. for assumption of liabilities worth $2,221,075 and $200,000 cash. Seller is majority owned by Jack L. Siegal, who recently sold KWG(AM) Stockton and KWGF(FM) Tracy, both California, for $1,218,000 ("Changing Hands," March 28). He also owns KNTF(FM) Ontario, Calif. Buyer is owned by Jerome P. Maltz, Woodland Hills, Calif., businessman who has no other broadcast interests. Filed Nov. 14.

■ WJAX-AM-FM Jacksonville, Fla. (930 khz, 5 kw-U; FM: 95.1 mhz, 100 kw, HAAT: 460 ft.)—Seeks assignment of license from City of Jacksonville to Silver Star Communications for $3.1 million at auction. Seller has owned AM since 1925 and FM since 1948. It has no other broadcast interests. Buyer is headed and majority owned by Dr. John R.E. Lee, assistant director of athletics, University of Wisconsin (Madison). Buyer also owns WOKS(AM)-WFXE-FM Columbus, Ga., and recently bought WJIZ(FM) Albany, WTJH(AM) East Point and WMJM(AM)-WFAV(AM) Cordele, all Georgia, in distress sale, subject to FCC approval ("For the Record," Nov. 7). Lee also has interest in KLBK-TV Lubbock, Tex. Filed Nov. 16.

■ WPRC(AM)-WLRX(FM) Lincoln, Ill. (1370 khz, 1 kw-D; FM: 100.1 mhz, 3 kw, HAAT: 200 ft.)—Seeks assignment of license from Virginia Broadcasting Corp. to Capital Broadcasting Inc. for $475,000. Seller is owned by Richard E. Fister (82%) and T. Daniel Parker (18%). It also owns WCMY(AM)-WRKX(FM) Ottawa, Ill. Buyer is headed by Harold J. Hoskins, president, Lake of the Ozarks, Mo., store owner, who previously had interest in WFMB(FM) Springfield, Ill., which was sold in 1979. Filed Nov. 10.

■ WWLP(TV) Springfield, Mass.; WKEF(TV) Dayton, Ohio, and KSTU(TV) Salt Lake City (ch. 22; ERP: 4,170 kw vis., 417 kw aur.; HAAT: 877 ft.; ch. 22, 2,340 kw vis., 234 kw aur., HAAT: 1,152 ft., and ch. 20, 1,290 kw vis., 129 kw aur., HAAT: 3,060.9 ft.)—Seeks assignment of license from Springfield Television Corp.to Adams Communications Corp. of Minneapolis for $47.3 million. Seller is headed by William L. Putnam, and also is applicant for 10 LPTV's. Buyer is owned by Stephen Adams, Minneapolis-based banker who is also part owner of bottling company in Longview, Tex. It owns WRTH(AM) Wood River, Ill.; KEZK(FM) St. Louis; WTWN(AM)-WLAV-FM Grand Rapids, WGTU(TV) Taverse City, and its satellite, WGTQ(TV) Sault St. Marie, and WILX-TV Onondaga (Lansing), all Michigan. It recently sold KIVA-TV Farmington, N.M., to Hubbard Broadcasting Inc. for $2.35 million (BROADCASTING, July 4) and bought KAUZ-TV Wichita Falls, Tex., for $10,925,000 ("Changing Hands," Aug. 1), subject to FCC approval. Filed Nov. 18.

■ WRRZ-FM Clinton, N.C. (107.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from WRRZ Radio Co. to WRRZ Radio Co. Inc. for $200,000. Seller is owned by John L. Austin and brothers, George T., A.G. and J.B. Williams (25% each). It is also selling co-located WRRZ(AM) (see below). Buyer is owned by Lawrence B. Carr, who is licensee of co-located WCLN(AM). Filed Oct. 25.

■ WRRZ(AM) Clinton, N.C. (880 khz, 1 kw-D)—Seeks assignment of license from WRRZ Radio Co. to Sampson Broadcasting Co. for $175,000. Seller is also selling co-located WRRZ-FM (see above). Buyer is owned by employes of station: Delma Dixon, broadcast engineer; Clarence Denton, program director, and Daniel Lucas, assistant program director. Filed Oct. 25.

■ WDOH(FM) Delphos, Ohio (107.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks transfer of control from William R. Vogel and other shareholders (75% before; none after) to David P. Roach and William J. Lyons (25% before; 100% after) for $242,092. Seller is headed by Vogel, who has 52% ownership of station. He also owns WMPI(FM) Scottsburg, Ind., and WNOI(FM) Flora, Ill. Buyer Roach is general manager of station, and will own 72% after sale. Lyons is station's sales manager and will own 28%. Filed Nov. 9.

■ KISO(AM) El Paso (1150 khz, 1 kw-D)—Seeks assignment of license from Jalapeno Broadcasting Inc. to Paso Del Norte Communications Inc. for $350,000. Seller is owned by E. Edward Henson Jr. (80%) and Jarl Mohn (20%). They also own co-located KLOZ-FM and WAVG(AM)-WLRS(FM) Louisville, Ky. Buyer is owned by Jack Rich, El Paso businessman who recently bought co-located

12/13/83
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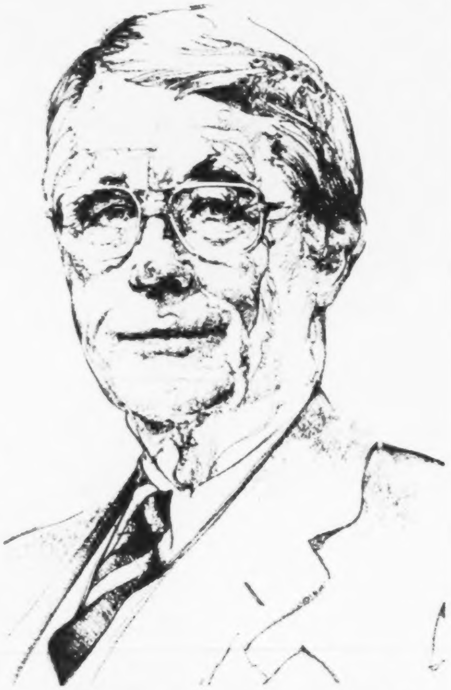
The Fifth Estate

Broadcasting Dec 12

Well Done, Al Flanagan



"A station has to operate with pride," Gannett Broadcasting Chairman Alvin G. Flanagan has frequently advised his associates. "If you have the people and they have the tools they need and the pride and guts it takes, the rest is just plain hard work."

Throughout his outstanding career of 45 years in broadcasting, Al Flanagan has provided the pride, the tools and the guts to lead and inspire his colleagues in the pursuit of excellence.

Al Flanagan retires from daily duties at Gannett Broadcasting at the end of 1983. His colleagues salute him for his many achievements and for those he has inspired in them.

They will miss him. And so will the audiences of Gannett broadcasting stations in Atlanta, Boston, Chicago, Cleveland, Denver, Detroit, Los Angeles, Minneapolis-St. Paul, Oklahoma City, Phoenix, St. Louis, San Diego and Tampa.

But Al Flanagan leaves more than a legacy of appreciation for past achievements. He has provided the tools of planning, organization and a new generation of leadership which, together with more hard work, will lead to continued growth—in appeal to audiences, success for advertisers and service to communities.

GANNETT

53d Year 1983
Cable Week West

Vol. 105 No. 24

Broadcasting ▱ Dec 12

A status report on cable programing ☐ Kluge & co. make a private offering for Metromedia ☐ At Large with Bob Wussler ☐ Grossman to NBC News ☐

GROWING UP ☐ Cable programing services take center stage at conference which will look at the growing pains of that side of the industry. **PAGE 31.**

GOING PRIVATE ☐ Four Metromedia executives make buyout proposal to take company private. Limited partners include major financial, programing and sports world figures. **PAGE 33.**

TV 1990 ☐ BBDO says that by the end of the decade, network viewing share will be eroded by cable and other media to 65%. **PAGE 35.**

GOING COMMERCIAL ☐ Grossman leaves PBS to become successor to NBC News President Reuven Frank. **PAGE 36.**

CUTTING THE LINE ☐ ABC-TV affiliate board, meeting in Hawaii, is told *Nightline* will be cut to half hour in hopes of increasing affiliate clearances. **PAGE 37.**

STEPPING DOWN ☐ Bresnan relinquishes CEO job at Group W; Westinghouse's Murray takes over. **PAGE 38.**

EYE ON PROGRAMING ☐ In an interview with BROADCASTING editors, Bob Wussler, veteran of both the broadcast and cable worlds, assesses the state of cable programing on the eve of the National Cable Programing Conference. **PAGE 43.**

CALIFORNIA DREAMING ☐ NCTA's programing conference and the Western Cable Show open their doors this week in southern California. **PAGE 66.** Agendas for the two conferences begin on **PAGE 68.** A rundown of hardware and software suppliers at the Western Cable Show begins on **PAGE 74.**

PRIME TIME MOVES ☐ CBS signs off *Goodnight, Beantown;* NBC sends *Bay City Blues* to the showers. **PAGE 88.**

SWEEPS RUNDOWN ☐ A look at the Nielsen and Arbitron November numbers in the top six markets. **PAGE 88.**

SPACE HOOKUP ☐ USIA shows off its latest high technology for international press conference. **PAGE 92.**

AM APPLAUSE ☐ Broadcasters favor proposal to expand power of nighttime AM's. **PAGE 92.**

INITIAL INDICATIONS ☐ NTIA study recommends Orion and ISI be limited to providing sale or use of transponders to end users. **PAGE 104.**

COURT REVIEW ☐ Supreme Court may take up case of ad rates for political time. **PAGE 104.**

NO FANS ☐ Commenters suggest changes for plan to use lottery for cellular applications. **PAGE 105.**

BENNET CHARTER ☐ New National Public Radio president wants to bind wounds, improve stations and find more funding. **PAGE 110.**

BANNER YEAR ☐ NAB study reveals that 1982 was a very good year for broadcasters' bottom line. **PAGE 112.**

ON TRACK ☐ M/A-COM's Frank Drendel has helped position his company to take advantage of the growing importance of digital technology. **PAGE 135.**

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RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 12

Vol. 105 No. 24

TOP OF THE WEEK

Focus on programing as cable gathers on West Coast

NCPC, Western Cable Show are magnets for pre-Christmas assembling of the clans; cautious approach to new ventures is order of the day

A determined band of cable television entrepreneurs—both of the operator and programing variety—will trek westward this week to compare notes on where their industry stands, and whither it is tending. Their forums: the National Cable Television Association's National Cable Programing Conference in Los Angeles, and the California Cable Television Association's Western Cable Show in Anaheim. The conclusion with which they're likely to come away: that cable is in another of its periodic retrenchments, in terms of new program ventures, while the medium catches up with past ambitions and gets ready to spawn new ones.

By now, much of the initial excitement of cable programing has subsided—and, indeed, much of its glitter has faded. In their place, this year, there is a greater awareness of the problems that plague the business, as reflected in the agendas of both of this week's conferences (see page 66).

The pay programers have traditionally had trouble keeping subscribers and maintaining a flow of fresh high-quality programing. And the advertiser-supported side of the business has devolved to a survival-of-the-fittest test. Even though some services have perished, there still seem to be too many services chasing too few advertising dollars.

With the problems clearly exposed, programers will have ample opportunity to solve them, although it's unlikely that anyone will wade in with any major new service in the foreseeable future. Some of the weaker services have dropped out and the cable universe continues to expand at a rapid pace. According to the latest Nielsen figures, cable operators have been adding subscribers at a rate of 400,000 a month over the past year. The total now stands at 34.1 million or 40.5% of all television homes. This enormous expansion is reflected in the growth of the program services over the past

Basic cable programing status report

Service	*Systems*	*Subscribers (Dec. 1983)*	*Subscribers (May 1982)*	*Per cent change*
ESPN	7,074 *	28,500,000	15,382,271	86%
WTBS	5,717	27,654,000	20,375,000	36%
CBN Cable	3,900	23,000,000	14,600,000	58%
CNN	4,186	22,626,000	11,815,650	91%
USA	3,600	21,000,000	10,000,000	110%
MTV	2,000	17,600,000	4,000,000	340%
Nickelodeon	3,000	17,600,000	7,700,000	129%
C-SPAN	1,200	16,000,000	10,500,000	52%
Lifetime **	1,602	16,000,000		—
Cable Health	1,315	14,000,000		—
ARTS	1,936	12,500,000	6,500,000	92%
Nashville Network	1,300	11,245,000		—
WGN	4,200	10,900,000	7,000,000	56%
Satellite Program Network	460	10,440,000	4,366,883	139%
Weather Channel	1,000	10,000,000	2,500,000	300%
Daytime	734	10,000,000	4,864,600	108%
MSN-Information Channel	521	8,685,000	4,100,000	112%
CNN Headline	891	8,330,000	1,100,000	657%
PTL Club	825	8,100,000	5,200,000	56%
WOR	1,055	6,200,000	4,864,000	28%
Black Entertainment TV	240	5,200,000	9,100,000	−57%
Learning Channel	474	3,913,000	1,500,000	161%
Trinity Broadcast Network	290	3,350,000	1,202,478	177%
National Jewish Network	165	3,200,000	1,850,000	73%
Eternal Word TV Network	104	1,628,000	320,000	409%
National Christian Network	108	1,434,353	318,000	351%
Genesis StoryTime (on CBN subcarrier)	1	6,000		—

Pay cable programing status report

Service	*Systems*	*Subscribers (Dec. 1983)*	*Subscribers (May 1982)*	*Per cent change*
HBO	5,200	13,500,000	8,500,000	59%
Showtime	2,900	4,750,000	3,000,000	58%
Cinemax	2,000	2,700,000	1,500,000	87%
Movie Channel	2,700	2,600,000	2,200,000	19%
Playboy	320	577,000		—
Disney	1,136	531,000		—
HTN Plus	400	250,000	155,000	61%
Bravo	101	155,000		—
Galavision/SIN	160	120,000	100,000	20%
Spotlight ***	237	750,000	300,000	117%

Pay-per-view programing status report

Service	*Systems*	*Subscribers (Dec. 1983)*	*Subscribers (May 1982)*	*Per cent change*
PPV Associates	250	7,600,000		
Don King Sports & Enternmt	9 *	500,000		

* Includes other pay TV outlets.

** Combination of CHN and Daytime as of Feb. 1.

*** To be shutdown Jan. 31.

18 months (see chart).

And before long, cable programers may be able to expand into a virgin market. Home Box Office, the pre-eminent pay programer, is trying to interest the industry in direct broadcast satellites, which can serve millions of homes that will be forever beyond the reach of cable (BROADCASTING, Nov. 21).

That the cable programing business is a tough one is evident from the services have failed (CBS Cable, The Entertainment Channel, Spotlight and Satellite News Channel) or that have never gotten out of the starting block (UTV Cable Network, Satellite News Channel II).

And there is further evidence: To strengthen their positions in the hostile market, programers are forming joint ventures and merging their services. The best examples are the partnership of Viacom, Warner Communications and Warner Amex Satellite Communications to jointly operate Showtime and The Movie Channel and the merger of Hearst's and ABC Video's Daytime with Viacom's Cable Health Network. In addition, the big media companies, particularly the ones that have already gotten burned, are steering clear of cable programing. Even Time Inc., the parent of cable programing's greatest success story, Home Box Office, shut down its developing teletext service in the face of the uncertain market. But perhaps most telling is the fact that only Home Box Office, Showtime, Turner Broadcasting's superstation WTBS(TV) Atlanta, and a handful of others are making money. And only HBO and WTBS are making a lot of money.

Pay programers, from HBO to The Playboy Channel, suffer from churn, the loss of subscribers each month for one reason or another. A certain amount of churn—perhaps 3% or 4%—is tolerable and inevitable (subscribers move from place to place). But in many systems the churn rate is much higher than that and cause for concern. According to Rod Warner, The R Corp., a marketing consultancy, as the major new-builds near completion, the churn problem can no longer be hidden.

The question is: Is it the product or is it the marketing that causes churn? The programers, of course, point to the cable operators and how they market (or fail to market) their services. The value of Showtime and The Movie Channel is "very high," said John Sie, senior vice president, sales and planning, Showtime/The Movie Channel. If penetration is low or churn high in a particular market, it is due to "poor marketing and a lack of packaging." Warner agreed that the product of all the pay services is essentially good, and can be sold with minimum churn if marketed properly. "Talk to any cable operator who is having a tough time selling a service and he'll tell you it's the product," he said. "The product is the scapegoat."

But, in fairness to the cable operators, there are identifiable problems with the product. The bane of the service is duplication, which stems from a persistent shortage of high-quality programing. There are only so many movies produced a year, and a lot of hours to fill on any one of the pay movie services. According to Warner, subscribers are delighted by HBO and its movies for the first two months. But in the third or fourth month, just as they are about to pass final judgment on the service, he said, they are fed repeats of movies they saw during the first month. Unless subscribers are forewarned, he said, the repeats could cause them to cancel.

Another indication of possible viewer dissatisfaction with pay television is the latest Nielsen ratings for HBO—the only pay service measured by Nielsen—in cable homes. In prime time, HBO ratings have been down for about a year. Its average rating in September 1983 was 9.9 as compared to 11.1 in September 1982.

The basic cable services are suffering from a glut of advertising time. The surplus is currently industrywide, depressing prices and revenues in broadcasting as well as cable. The broadcast networks were slashing prices 25% last month to sell out their fourth-quarter scatter inventories (BROADCASTING, Nov. 14). And when business is bad for broadcasting, it's worse for cable.

Most large advertisers have accepted "to one degree on another" that they need cable, said Gerry Hogan, vice president, sales, Turner Broadcasting System. They purchased spots on cable networks to recover all the homes the broadcast networks have lost to their cable counterparts. (The networks' overall share is 81, but their share in cable homes is just 58.) However, those advertisers see cable as a supplementary or secondary buy, he says. So when supply outstrips demand on the broadcast side, he said, "negotiations with them are a lot tougher."

Because the big advertiser-supported services sell on the same cost-per-thousand basis as broadcasters, according to Lloyd Werner, senior vice president, sales and marketing, Group W Satellite Communications, they are subject to the same ups and downs. And because those services are fourth on advertisers' lists (behind broadcast networks, spot and syndication), he said, "anytime there is a budget cut it is coming out of cable."

Television's spot surplus is particularly acute in national sports programing, Hogan said. WTBS, USA Cable and ESPN are knocking heads with each other and with the broadcast networks to grab the sports advertising dollars.

To compensate for the shortfall in advertising revenues, most basic networks are raising their monthly per-subscriber charges. ESPN is increasing its basic charge from 10 cents to 14 cents on affiliate contracts negotiated after the first of the year. And TBS is taking advantage of its cable news monopoly (just as cable operators took advantage last summer of the cable news competition) to boost the average fee for CNN and CNN Headline News from seven or eight cents to around 15 cents.

The good news is that big advertisers are continuing to spend money on cable networks as their audiences grow. According to figures released by the Cabletelevision Advertising Bureau, nine of the top 10 advertisers on CNN, ESPN, USA and WTBS have greatly increased their spending on the services this year. Anheuser-Busch, for instance, went from $6.7 million in 1982 to $13.6 million in the first nine months of 1983.

But the programers are not entirely dependent on the operators. As each of them is finding out, there are other media. And the one that has aroused the most interest is direct broadcast satellites. For the last several months, HBO has been trying to mobilize the entire cable industry to package and offer a low-power DBS service via the Galaxy I satellite.

HBO has been trying to convince the cable programers with transponders on Galaxy I, which includes most of the major players, to move their primary feeds to the bird and agree on a common scrambling system. Since the satellite is powerful enough to deliver television to four-foot or six-foot dish antennas, the programers can use it not only to reach their cable affiliates, but also to reach homes and multiunit buildings not served by cable. And since their programing would be scrambled, they would be able to charge the homes and buildings to receive their feeds. They would be in the DBS business.

The other factor in HBO's DBS scheme is the cable operator. HBO and the cooperating programers must convince operators to handle the most difficult part of the business: the installation and maintenance of the small earth stations. Speaking last week before the southern California chapter of Women in Cable, Frank Biondi, president and chief executive officer of HBO, said he has received "enormously enthusiastic response from cable operators" about their possible involvement in the service.

The technological questionmark is the scrambling system. HBO had intended to scramble its satellite feeds using M/A-COM Linkabit Inc.'s VideoCipher, but the system proved much too costly and was more secure than necessary. As a result, HBO has scrapped its plans to roll out the system starting on the West Coast. Instead, it will test a variation of VideoCipher that will be less secure than the original version, but will have the low-cost decoders that are critical for a DBS service.

Beginning in January, HBO will scramble the East Coast feeds of HBO and its sister service, Cinemax, on Galaxy I and install the new descrambler at more than 500 cable affiliates on the East Coast. If all goes well, HBO will negotiate to buy two descramblers (a primary and a backup) for each of its affiliates "in good standing."

The one snag HBO has hit so far is disagreement with the motion picture studios over whether the network holds the DBS rights to its licensed films. HBO says it does; the studios say it doesn't. Biondi said that HBO would be ready to announce its decision on "commencement" of a DBS service "when we have the [film] rights."

Biondi also admitted that not everybody at corporate headquarters is convinced the scheme is a viable one. "The people at Time Inc. are from Missouri," he said. "They say, 'Show me.' " □

New York Cosmos (soccer); New York Knicks and New Jersey Nets (basketball), and New York Mets (baseball). The station also broadcasts more than 50 hours of movies each week, he said.

□

The CRT increase did not have quite the impact on **WTBS,** which is marketed by its owner, Turner Broadcasting System Inc., as it did on the other superstations. According to TBS's Nory Lebrun, the superstation suffered an immediate loss of about 350,000 viewers, but they were quickly replaced and growth in 1983 "has been right on target." In most new builds, he said, the service "is as close to a cable must-carry as you can get." The service is the biggest in the business: 5,717 systems and 27,654,000 homes—and one of the few making money.

The centerpiece of WTBS's programing is the games of the Atlanta Braves (baseball) and the Atlanta Hawks (basketball). TBS owns both franchises. The superstation has been helped, as has TBS as a whole, by the Braves' on-field success over the past two years. They made the playoffs in 1982 and narrowly missed making them this year.

□

The **USA Cable Network**, which has 3,600 affiliates and 21 million subscribers, has started to mix other types of programing into its prime time lineup, which has traditionally emphasized sports. But spokesman Barry Kluger rejected the idea that the network is drifting out of sports programing. "We will bid aggressively for the sports contracts when they come up," he said.

Among the new nonsports programing that will be premiering in January: *Bewitched*; *The Cover Story*, a one-hour celebrity interview show; *The Great American Homemaker*, a half-hour of tips on various aspects on home management; *Pumpkin Creek*, a new children's program from Taft Broadcasting, and *Celebrity Chef*, a half-hour show with a celebrity cook.

Under the guidance of Andrew Besch, vice president, marketing, and Diane Sharon, director of affiliate marketing, USA will once again do its own marketing beginning Jan. 1. Home Box Office, under contract from USA, has been handling the marketing chores.

□

Next year will be a watershed for the **Cable Satellite Public Affairs** network. It will cover its second presidential campaign and has plans for a second network. It has already begun covering candidates at selected events and will continue next year with the state caucuses and live coverage of both the Republican and Democratic conventions. C-SPAN crews will be on the road covering the candidates and will hold live call-in shows from the sites of campaign appearances. C-SPAN plans to have its second network up and running next year on the Galaxy satellite. It will simulcast until it gains access to Senate television coverage.

□

Black Entertainment Television is rebuilding its subscriber base after last year's switch to Westar V. The service, which dropped from 9.5 million to 2 million subscribers, now stands at 5.4 million. BET reports it did not lose advertisers with the drop, and now has 35 advertisers. BET's most recent programing additions include its music video show, *New Video Soul*, and a call-in show, *A Conversation With*, both of which debuted in September.

□

Lifetime, the basic service resulting from the merger of the Cable Health Network and Hearst/ABC's Daytime, will launch Feb. 1. The new service will be transmitted from Satcom III-R, transponder 17, now used by CHN. Lifetime executives expect to have 1,602 systems reaching 16 million subscribers receiving the service at launch. By the end of 1984, they hope to have 24 million subscribers. Lifetime will draw on the more popular programing of Daytime and CHN as well as new fare. The presidency of the service remains open. Bruce Johnson is "designated" president of Hearst/ABC-Viacom Entertainment Services Inc. (HAVES), the joint venture with day-to-day control over Lifetime, but he has announced he will not accept the permanent presidency.

Turner Broadcasting System's **Cable News Network** and **CNN Headline News** are wasting no time capitalizing on the demise of Satellite News Channel(TBS purchased the competitor for $25 million and shut it down). With SNC dead for less than a month, TBS has notified cable operators that the average per-subscriber per-month charge for the services would be raised from about seven cents to 15 cents. The additional revenue should allow TBS to recover the $25 million it paid for SNC and, eventually, put the two news services into the black. Together, they are expected to lose $15 million-$16 million this year.

The health of the two news services is also improved by the absorption of 4.4 million former SNC homes. CNN picked up 1.7 million of them; CNN Headline, 2.7 million. According to the latest Nielsen figures by way of TBS, CNN reaches 22,626,000 and CNN Headline, 8,330,000. TBS officials point out, however, that those numbers may not yet include all the former SNC homes.

Spanish International Network Inc. will not have new affiliate and subscriber counts for its **GalaVision** Spanish-language pay television service until next month. But according to the June numbers, the service has 160 affiliates and 120,000 subscribers. According to Juanin Reid, head of programing for GalaVision, the channel continues to offer its subscribers a variety of programing, including movies, soap operas, musicals and sports.

SIN Television Network, GalaVision's advertiser-supported co-owned service, now has 220 cable affiliates. But Susan Catapano, head of SIN Television affiliate relations, said there is no breakout available on how many homes the affiliates reach. However, she said, most of the 27.2 million potential viewers are reached through 10 full-service and 11 LPTV stations. Unlike most cable networks, SIN compensates its cable affiliates. According to Catapano, SIN will pay cable affiliates a monthly fee for each of its Spanish-surname subscribers. The fee gradually increases over the first year, she said, and levels off at 10 cents per subscriber, per month.

□

The Disney Channel has broken all its subscriber projections to date, and totals 531,000 subs since its April launch. It will begin the switch to Galaxy I in January, simulcasting both there and on Wester V until the latter's contract runs out. The service expects to break even in mid- to late-1985 when it reaches 2 million subscribers.

Disney is in the midst of its largest marketing campaign, a Christmas promotion using direct mail, local media and cable program guides with new subscribers receiving a free Mickey Mouse toy. The $500,000 campaign is said to reach 6.8 million or 75% of all the basic homes on the 1,136 systems that carry Disney.

On the programing front, the channel is working on its second movie, *Gone Are the Days*, with Harvey Korman. New series in production that will air next year along with *Days* include *Steve Allen Music Rooms*, and a children's show, *Five Mile Creek*. One statistic Disney is promoting to demonstrate the appeal of the service is that 20% of all subscribers have no children.

□

The **PTL Club**, now in 8.1 million homes, is making changes on the technical, marketing and programing fronts. It converted to stereo last month, the first religious service to do so, it claims, and it will be debuting a new

Cable TV's audio ancillaries

	Total systems	*Total subs*	*Cost per sub, per month*
Bonneville's Easy Listening	N/A	N/A	2 cents (basic) 20 cents (premium)
Cable Jazz Network ***			5 cents
The Jazz Network	13	765,000	free
Seeburg's Lifestyle (easy listening)	250	2,000,000	14 cents
Love Sounds (contemporary Christian) ***			3 cents
Moody Bible (contemporary Christian)	26	369,580	free
Nice and Easy (easy listening) ***			3 cents
SCAN (8 services)	22	124,000	2 cents
Satellite Radio Network (religious)	35	300,000	free
WFMT(FM) Chicago (classical)	281	1,000,000	2 cents

*** To be launched this month

KGO-TV's *Channel 7 News at 11* placed second in both Nielsen (8/22) and Arbitron (9/26). Following in third place is KRON-TV's *Newscenter 4*'s late night broadcast, which had a 6/17 Nielsen and 5/14 Arbitron.

Not to go unnoticed is KTVU's 10 p.m. newscast, which finished with a 7/14 Nielsen and 6/11 Arbitron.

In prime time access—7:30 p.m.-8 p.m.—KPIX's *Evening Magazine* holds onto first place in Nielsen with a 12/22, with KTVU's reruns of *WKRP in Cincinnati* leading the pack in Arbitron with a 13/22. KTVU is second in Nielsen with an 11/20, while KPIX holds that position in Arbitron at 11/19. On a slight decline from last fall is KGO-TV's *People's Court*, which slipped from 10/18 a year ago to 9/16 in Nielsen and, more dramatically, from a 14/23 first-place finish in Arbitron last fall to 10/17 during November.

Detroit

WXYZ-TV Detroit remained in front in the early news period (5-7 p.m.), amassing a 14.0/27.5 Nielsen and a 16/27 Arbitron. The Nielsen figures were somewhat lower than those of the comparable period last year when WXYZ-TV reached the 16/30 mark. Comparison cannot be made with Arbitron since that metered service did not begin in Detroit until this past September.

The two other network affiliates in Detroit, NBC's WDIV(TV) and CBS's WJBK-TV carry their news in the 5:30-6:30 p.m. slot. In second position, according to Nielsen, was WDIV, with a 10/20, trailed by WJBK-TV with a 6/12. The Arbitron figures for this fall gave WJBK-TV an 8/13 and WDIV a 12/21. Similarly, WDIV's 1983 Nielsen rating in the 5:30-6:30 p.m. slot was slightly higher than for last fall while WJBK-TV's was slightly lower.

In late news at 11 p.m., WXYZ-TV also trounced its competitors with a 16/31 Nielsen and a 19/34 Arbitron, while the other two rivals were virtually in a tie—WDIV with a 12/23 Nielsen and 14/24 Arbitron and WJBK-TV with a 12/23 Nielsen and a 14/25 Arbitron. In last year's Nielsen derby, WXYZ-TV had an even higher rating and share—18/34. WDIV slipped a trifle this year from last fall's 13/25, and WJBK-TV edged up from 10/20.

In the 7:30-8:30 p.m. access period, WDIV took honors with *Wheel of Fortune*, with a 20/32 Nielsen and a 20/30 Arbitron. *Wheel* increased its Nielsen rating by five points and easily defeated all of its competitors in the time period.

It's CBS six days a week

CBS took first place for the seventh time this season, winning week number 10 with its biggest 1983-84 victory to date—a 21 rating and a 32 share of the national television audience, according to Nielsen, compared to ABC's 16.5 rating/25 share and NBC's 14.5/22. With six of the week's top 10 programs, CBS was helped measurably by the two-part Kenny Rogers movie, ***The Gambler***, which outperformed runner-up NBC on Monday night by more than five rating points and on Tuesday night by more than seven points.

CBS won six of the seven nights for the week ended Dec. 4, losing only Wednesday to ABC. CBS had the top four programs, with the second half of ***The Gambler*** on Tuesday night the week's highest rated program at 29.6/45, followed by Monday's first half at 29.4/42.

Wednesday was an especially good night for ABC, where seventh-ranked ***Dynasty*** did its best performance in six weeks with a 24.4/36, a good lead-in for ***Hotel***, which reached a five-week high at 22.3/37, and tied for 10th place for the week. It was also a night during which NBC managed a consistent second place on the basis of its regular series programing with a 23 share, compared to CBS's 20.

The level of homes using television (HUT) for the week rose 2% over the same week last year, from an average 64.6 to 65.6. The combined rating and share of the three networks were 52/79, compared to 51.7/80 for the same week a year ago.

Season-to-date averages put CBS in first place with 18.4/29, ABC following with 17.6/28, and NBC trailing at 15.2/24. In the evening news races, CBS scored 14.3/24, compared to ABC's 12.2/21 and NBC's 11.7/20.

On Thursday night, ***Magnum, P.I.*** clobbered ***20/20*** on ABC and ***Gimme A Break*** and ***Mama's Family*** on NBC. In the 9-11 period, ABC's NFL football special (Los Angeles Raiders vs. San Diego Chargers) lagged behind NBC's ***We Got It Made, Cheers***, and ***Hill Street Blues*** and farther behind CBS, which carried that period with eighth-ranked ***Simon and Simon*** (24/60) and 12th ranked ***Knots Landing*** (20.6/33).

CBS again dominated Friday night, as third-ranked ***Dallas*** (26.6/42) and ninth-place ***Falcon Crest*** (23/38) kept comfortably ahead of ABC's ***Lottery*** (12.6/20) and ***Matt Houston*** (12.8/21). NBC's ***Friday Night Movie, Looker***, recorded an 8.4/13.

On Saturday night, ***Rudolph the Red-Nosed Reindeer*** brought some cheer to CBS as it beat out ***T.J. Hooker*** on ABC and ***Diff'rent Strokes*** and ***Silver Spoons*** on NBC. In the 9-11 slot, CBS held the lead with its ***Saturday Night Movie, Quarterback Princess*** (19.1/31), but was challenged by ABC's ***Love Boat*** (19.1/30) and ***Fantasy Island*** (14.5/24). NBC's ***Manimal***, which played opposite ***Love Boat***, recorded a 10.1/16, followed by ***Big Bad John*** (9.9/16).

On Sunday, ABC's ***Ripley's Believe It or Not*** (15.1/22) tied with its Nov. 20 broadcast for its highest-rated showing this season, but still was no match for the week's fourth-place ***60 Minutes*** (26.3/39). ABC's ***Hardcastle and McCormick*** (17.7/25) marginally won the 8-9 period against CBS's ***One Day at a Time*** (17.5/25) and NBC's ***Knight Rider*** (15.7/23). The ***ABC Sunday Night Movie***, an ABC Theater Presentation called ***Heart of Steel*** (17.8/27), could not keep up with CBS's regular lineup, except for a brief slip recorded by ***Goodnight, Beantown***. Although NBC's special salute to television entertainment at 9-11 underperformed (14.7/23), its special, ***Johnny Carson's Greatest Practical Jokes***, won the Monday 8-9 slot hands down with a 25.1/34—the fifth-ranked show of the week.

Rank	Show	Network	Rating/Share
1.	The Gambler-Part 2	CBS	29.6/45
2.	The Gambler-Part 1	CBS	29.4/42
3.	Dallas	CBS	26.6/42
4.	60 Minutes	CBS	26.3/39
5.	Johnny Carson Special	NBC	25.1/34
6.	A Team	NBC	24.5/35
7.	Dynasty	ABC	24.4/36
8.	Simon & Simon	CBS	24.0/36
9.	Falcon Crest	CBS	23.0/38
10.	Hotel	ABC	22.3/37
11.	Magnum, P.I.	CBS	22.3/24
12.	Knots Landing	CBS	20.6/33
13.	Fall Guy	ABC	20.5/31
14.	Jeffersons	CBS	20.4/29
15.	Quarterback Princess	CBS	19.1/31
16.	Love Boat	ABC	19.1/30
17.	Hill Street Blues	NBC	19.0/30
18.	Trapper John, M.D.	CBS	18.3/30
19.	Dukes of Hazzard	CBS	18.1/30
20.	Benson	ABC	17.9/30
21.	Goodnight, Beantown	CBS	17.9/26
22.	Heart of Steel	ABC	17.8/27
23.	Girls—White Orchid	NBC	17.8/25
24.	Hardcastle & McCormick	ABC	17.7/25
25.	Scarecrow & Mrs. King	CBS	17.6/24
26.	One Day At A Time	CBS	17.5/25
27.	Webster	ABC	17.3/28
28.	Facts of Life	NBC	17.3/26
29.	Rudolph Red-Nosed Reindeer	CBS	17.2/27
30.	Cheers	NBC	16.9/25
31.	Rodney Dangerfield Show	ABC	16.9/24
32.	NFL Monday Night Football	ABC	16.8/26
33.	Real People	NBC	16.5/25
34.	Family Ties	NBC	16.1/24
35.	A Team Special	NBC	16.0/23
36.	Mama's Family	NBC	15.9/24
37.	Gimme A Break	NBC	15.8/24
38.	Mississippi	CBS	13.8/23
39.	Knight Rider	NBC	15.7/23
40.	T.J. Hooker	ABC	15.6/25
41.	Ripley's Believe It Or Not	ABC	15.1/22
42.	That's Incredible	ABC	14.8/21
43.	Here's TV Entertainment	NBC	14.7/23
44.	Fantasy Island	ABC	14.5/24
45.	Three's Company	ABC	14.5/21
46.	Diff'rent Strokes	NBC	14.4/23
47.	We Got It Made	NBC	14.3/21
48.	L.A. Raiders vs.San Francisco	ABC	14.0/25
49.	An Uncommon Love	CBS	13.5/21
50.	Silver Spoons	NBC	13.5/21
51.	Oh Madeline	ABC	13.5/20
52.	Matt Houston	ABC	12.8/21
53.	Lottery	ABC	12.6/20
54.	Whiz Kids	CBS	12.4/19
55.	St. Elsewhere	NBC	12.3/20
56.	Hart to Hart	ABC	11.6/19
57.	Football Post-Game Show	NBC	11.3/18
58.	Remington Steele	NBC	11.2/18
59.	20/20	ABC	11.2/17
60.	Manimal	NBC	10.1/16
61.	Big Bad John	NBC	9.9/16
62.	Jennifer Slept Here	NBC	8.9/14
63.	Looker	NBC	8.4/13
64.	Mr. Smith	NBC	8.3/14
65.	First Camera	NBC	5.1/8

* Rating represents average of game runover plus 4-minute post-game show

Good year for TV stations

NAB releases details on 1982 revenues and profits for 'typical' television outlet showing pre-tax profit up 25%

The National Association of Broadcasters has confirmed the financial good news it released in preliminary form last July: The typical TV broadcaster had a good year in 1982. And that same telecaster expects this year to bring an 8.8% increase in net operating revenues, or 2.7 percentage points more than the actual rise in 1982.

The figures are embodied in the NAB's release of findings of its annual survey of TV stations and the association's computation of a financial profile of a typical, or median, station.

As reported last summer ("In Brief," July 18), the typical U.S. TV station had a pre-tax profit of $1,253,100 in 1982, up 24.7% from $1,004,900 in 1981. That derived from total 1982 net revenues of $5,377,800 (up 6.1%) and total expenses of $4,124,700.

Total time sales for the typical TV stations were $6,299,300, composed

Typical 1982 TV station revenues and expenses

	All Stations		**Affiliate Stations**		**Independent Stations**		**UHF Stations**	
Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Typical Dollar Figures ($)	Typical Percent Figures (%)	Typical Dollar Figures ($)	Typical Percent Figures (%)	Typical Dollar Figures ($)	Typical Percent Figures (%)
Total Time Sales:	6,299,300	100.0	6,360,000	100.0	10,964,000	100.0	4,515,100	100.0
Network Compensation	497,600	7.9	588,900	9.3	0	0.0	145,000	3.2
National & Regional Advertisers	2,965,900	47.1	2,916,400	45.9	5,830,900	53.2	2,304,700	51.0
Local Advertisers	2,835,800	45.0	2,854,700	44.9	5,133,300	46.8	2,065,300	45.7
Total Net Revenues	5,377,800		5,456,200		8,192,800		4,057,400	
Political Advertising Revenue	158,300		191,600		104,000		87,200	
Revenues Other Than Time Sales	107,000		107,100		151,100		73,400	
Trade-Outs & Barter	121,500		110,100		344,400		150,900	
Expenses:								
Engineering	461,900	11.2	458,300	11.2	599,900	8.8	479,000	13.8
Program & Production	1,051,300	25.5	974,100	23.7	3,138,600	45.8	936,700	26.9
News	543,200	13.2	642,300	15.6	134,700	2.0	252,100	7.2
Sales	515,400	12.5	507,800	12.4	809,700	11.8	475,400	13.6
Advertising & Promotion	182,600	4.4	166,700	4.1	417,800	6.1	175,800	5.0
General & Administrative	1,370,100	33.2	1,361,000	33.1	1,747,500	25.5	1,163,900	33.4
Total Expenses	4,124,700	100.0	4,110,300	100.0	6,848,300	100.0	3,482,800	100.0
Salaries:								
Engineering	271,200	17.2	276,000	17.1	254,900	19.4	220,400	18.1
Program & Production	309,000	19.6	314,100	19.4	309,000	23.6	284,000	23.3
News	406,300	25.8	449,400	27.8	73,700	5.6	183,300	15.1
Sales	330,800	21.0	326,000	20.2	395,600	30.2	313,700	25.8
Advertising & Promotion	47,900	3.0	45,600	2.8	44,200	3.4	33,600	2.8
General & Administrative	208,700	13.3	206,700	12.8	233,800	17.8	182,300	15.0
Total Salaries	1,573,900	100.0	1,617,700	100.0	1,311,200	100.0	1,217,300	100.0
Total Cost of Broadcast Rights	336,700		317,200		2,586,400		338,100	
Music License Fees	83,500		87,600		92,900		58,300	
Rating Services	71,200		69,100		142,900		67,700	
Travel & Entertainment	66,000		66,000		99,000		42,500	
Depreciation & Amortization	434,400		431,000		568,500		331,700	
Interest	4,000		3,100		66,600		65,300	
Utility Costs	96,100		91,500		143,000		128,000	
Bad Debt Expense	34,700		32,400		80,000		31,000	
Legal & Auditing Fees	22,400		22,700		32,200		20,500	
Corporate Allocation Charges	71,200		80,500		0		12,100	
Employee Fringe Benefit Costs	188,400		199,100		146,300		123,400	
Station Insurance Costs	32,800		35,000		31,300		26,300	
Pre-Tax Profit	1,253,100		1,345,800		1,344,500		574,600	
Profit Margin		23.30%		24.67%		16.41%		14.16%

71291. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by West Monroe trustees: Phillip S. Smith III, pastor; Robert P. Holtzclaw, architect, and Winston Hammons, principal of private school. Filed Nov. 28.

■ Arnold, Mo.—Arnold Educational Broadcasting Foundation seeks 89.9 mhz, 150 w, HAAT: 106 ft. Address: 1770 Missouri State Road, Arnold, Mo. 63010. Counsel: Stuart B. Mitchell. Principal is charitable trust: Kenneth L. Brown, pastor; Howard Thornbill, asst. pastor, and Gary Tilley, youth pastor. Filed Nov. 28.

■ Camdenton, Mo.—Lake Area Educational Broadcasting Foundation seeks 90.7, 3 kw, HAAT: 299 ft. Address: Rt. 1, Box 190-31 Osage Beach, Mo. 65065. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by trustees: Jeffrey D. Bodin, doctor; Gayle A. Owens, dentist, and Alice J. McDermott, legal secretary, Hilton & Bennett. Filed Nov. 29.

■ Lebanon, Mo.—Lebanon Educational Broadcasting Foundation seeks 89.9 mhz, 383 kw, HAAT: 158 ft. Address: 844 'A' Park Manor, Lebanon, Mo. 65536. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by Warren Smith, farmer; Eugene Smith, self-employed businessman, and Vernie Smith, retired farmer. Filed Nov. 28.

■ Orchard, Neb.—Good Life Radio Inc. seeks 105.3 mhz, 100 kw, HAAT: 495 ft. Address: 1408 A St., Aurora, Neb. 68818. Principal is owned by Herbert P. Roszhart and family. He is manager of *KROA(FM) Grand Island, Neb. Filed Nov. 28.

■ Manteo, N.C.—Women in Technical Communications seeks 99.3 mhz, 3 kw, HAAT: 190.4 ft. Address: Drawer 789, Nags Head, N.C. 27959. Principal is owned by Janice B. Whelers (20%), Jennifer Frost and Lilias J. Morrison (40% each). Frost and Morrison also have app.'s for four LPTV's. Filed Nov. 29.

■ Armijo, N.M.—Dorothy Davis seeks 107.1 mhz, 1 kw, HAAT: minus 154 ft. Address: 1217 Valencia Drive, N.E., Albuquerque, N.M. 87110. Counsel: Pepper & Corazzini (Washington). Principal also owns 70% of applicant for new FM at Pagosa Springs, Calif. Filed Nov. 7.

■ McConnelsville, Ohio—Washington Technical College seeks 100.9 mhz, 3 kw, HAAT: 300 ft. Address: State Route 76, Marietta, Ohio. Principal is headed by college president, Donald R. Neff. It is also licensee of WMOA(AM) Marietta. Two members of college board are principals of WCKX(FM) London, Ohio. Filed Nov. 25.

■ Johnstown, S.C.—M.C. Communications Ltd. Partnership seeks 92.7 mhz, 2.47 kw, HAAT: 328 ft. Address: Drawer I, Lee St., Johnstown, S.C. Principal is headed by general partner: Michael Claude Casey. Principals also own WJES(AM) Johnstown.

■ Sisseton, S.D.—Randy E. Henry seeks 99.3 mhz, 1.2 kw, HAAT: 496 ft. Address: 100 LaGrange Ave., Tutsville, Fla. 32796. Principal is engineer and also app. for commercial FM at Brooklyn, Iowa. He is also president of Florida Public Radio, applicant for five noncommercial FM's, including Vero Beach, Fla. (see above). Filed Nov. 30.

■ Brownfield, Tex.—Brownfield Educational Broadcasting Foundation seeks 91.5 mhz, 383 kw, HAAT: 117 ft. Address: 601 Lubbock Rd., Brownfield, Tex. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by Brownfield trustees: Harold Shiflett, pastor; Mark Wilbourn, school principal, and Purley Tyler, retired. Filed Nov. 28.

■ Farwell, Tex.—Farwell Broadcasting seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 652 North Bolton St., Jacksonville, Tex. 75766. Principal is owned by Wayne S. Carnes. Filed Nov. 28.

■ Gonzales, Tex.—Wayne S. Carnes seeks 106.3 mhz, 3 kw, HAAT: 299.75 ft. Principal is also applicant for FM at Farwell, Tex. (see above). Filed Nov. 23.

■ Lufkin, Tex.—Lufkin Education Broadcasting Foundation seeks 91.1 mhz, 383 kw, HAAT: 174 ft. Address: Rt. 8, Box 1150 (Highway 69-N) Lufkin, Tex. 75901. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by Lufkin trustees: C. Dwyan Calvert, pastor; David Vogt, painter, and Daniel Smith, brick layer. Filed Nov. 7.

■ Midland, Tex.—Midland Educational Broadcasting Foundation seeks 90.1 mhz, 387 kw, HAAT: 79 ft. Address: 3,001 North "A" St. Midland, Tex. 79701. Principal is charitable trust headed by Midland trustees: David Piearcy, pastor, Midland Baptist church; James McKinney, pilot, Permian Oil Co., and N. Scott, dispatcher, Currie Truck Line. Filed Nov 21.

■ Charlotte Amalie, V.I.—H&M Partnership seeks 102.1 mhz, 50 kw, HAAT: 253 ft. Address: Box 4116 Christiansted, St. Croix 00820. Principal is equally owned by William E. Horan, Ft. Lauderdale, Fla., hotel and real estate owner; Robert E. Miller, and wife, Anne Susan. William Miller is employe of WSTX(AM) Christiansted, St. Croix; Anne Miller is housewife. Filed Nov. 25.

TV's

■ Flagstaff, Ariz.—Minority Television of Flagstaff Inc. seeks ch. 13; ERP: 316 kw vis., 31.6 kw aur., HAAT: 1,777 ft., ant. height above ground: 243 ft. Address: Box 367, Micanopy, Fla. 32667. Counsel: Ebensen & Powell. Principal is owned by Katherine T. Mansfield, who is also applicant for new class A FM for Micanopy, Fla.

■ Flagstaff, Ariz.—Wave Communications Inc. seeks ch. 13, ERP: 316 kw vis., 31.6 aur., HAAT: 1,777 ft.; ant. height above ground: 243 ft. Address: 2233 Cedar Ave., East Flagstaff, Ariz. 86001. Counsel: Michelle A. Moore. Principal is owned by Rosa Wave, who is also director of Black Television Workshop of Los Angeles Inc., permittee for new noncommercial TV on ch. 68 in Los Angeles, and applicant for new noncommercial station in Santa Rosa, Calif. Wave also owns LPTV in Flagstaff and is applicant for new TV in Memphis and three LPTV's. Filed Nov. 10.

■ Boca Raton, Fla.—Full Gospel Church of the Living God Inc. seeks ch. 63; ERP: 5,000 kw vis., 500 kw aur., HAAT: 829.48 ft.; ant. height above ground: 825.6 ft. Address: 1105 N.W. 6th Ave., Ft. Lauderdale, Fla. 33311. Principal is nonprofit corporation headed by Rev. Wayne Parks, president. Filed Nov. 4.

■ Idaho Falls—Matlock Communications seeks ch. 20; ERP: 5,000 kw vis., 500 kw aur., HAAT: 199.1 ft. Address: 1041 Steepleview Drive, Eagle, Idaho 83616. Principal is owned by Stephen J. Matlock who has filed app.'s for full service TV's in Winnemucca, Nev.; Vernal and Logan, both Utah; Spokane, Wash., and Lagrande, Ore. It is also applicant for seven LPTV's. Filed Nov. 21.

■ Hagerstown, Md.—Good Companion Broadcasting seeks ch. 68; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,335 ft.; antenna height above ground: 275 ft. Address: 210 South Avenue Way, Greencastle, Pa. 17225. Principal is equally owned by Samuel Guerrera, James M. Resh Sr., Benjamin F. Thomas and wife, Mary Lucille. Benjamin Thomas also owns WKSL(FM) Greencastle, which he will divest if app. is granted. Filed Nov. 9.

■ Duluth, Minn.—Ford DuLac Indian Reservation seeks ch. 27; ERP: 1,000 kw vis., 1,000 kw aur., HAAT: 532.08 ft., ant. height above ground 244.2 ft. Address: 8 Arlington St., Auburn, Mass. Principal is owned by Cloquet, Minn., Indian tribe (51%) and Dan Mahoney (49%). Mahoney is also applicant for new station (app. no. 830435AB). Filed Nov. 7.

■ La Grande, Ore.—Matlock Commmunications seeks ch. 16; ERP: 4,000 kw vis., 400 kw aur., HAAT: minus 266.01 ft. Principal is owned by Stephen J. Matlock who has filed app.'s for full service TV's in Winnemucca, Nev.; Vernal and Logan, both Utah; Spokane, Wash., and Idaho Falls (see above). Filed Nov. 21.

Summary of broadcasting
as of October 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,726	166	4,892
Commercial FM	3,490	425	3,915
Educational FM	1,104	181	1,285
Total Radio	9,320	772	10,092
FM translators	741	423	1,164
Commercial VHF TV	536	19	555
Commercial UHF TV	334	200	534
Educational VHF TV	107	5	112
Educational UHF TV	172	22	194
Total TV	1,149	246	1,395
VHF LPTV	179	80	259
UHF LPTV	66	71	137
Total LPTV	245	151	396
VHF translators	2,831	206	3,037
UHF translators	1,850	342	2,192
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Altoona, Pa.—Altoona Television 47 Ltd. seeks ch. 47; ERP: 1,000 kw vis., 100 kw aur., HAAT: 1,177 ft., ant. height above ground: 550 ft. Address: R.D. 3, Box 285-B Cumer Rd., McDonald, Pa. 15057. Principal is owned by Elaine C. Lesnett, 10% general partner, and limited partners: Jerry Meyers (30%), Robert C. Savage (22.5%), James H. Hayes (15%) and Tim K. Brady (22.5%). Brady is Oak Ridge, Tenn., lawyer. Savage has interest in WHTX-FM Pittsburgh; Hayes has interest in permitee for AM at Thompson Station, Tenn. Meyers, Savage and Brady are also applicants for new TV at Charlottesville, Va. (see below). Filed Nov. 7.

■ Jacksonville, Tex.—TRG Broadcasting Systems Inc. seeks ch. 56; ERP: 2,009 kw vis., 20.1 kw aur., HAAT: 1,489 ft.; antenna height above ground 1,222.7 ft. Address-Box 470432 Dallas. Principal is owned by Robert Gilchrist. He owns 100% of eight Texas cable systems, and is part-owner of three others. Five of systems lie within B contour of proposed station and will be sold if CP is granted. Filed Nov. 10.

■ Midland, Tex.—Hugh McBeath seeks ch. 18; ERP: 1309 kw vis., 130.9 kw aur., HAAT: 330 ft.; ant. height above ground: 400 ft. Address: 1903 S. Lamesa Rd., Midland, Tex. 79701. Principal is also half owner of KJBC(AM) Midland, and owns applicant for FM at Midland. Filed Nov. 15.

■ Logan, Utah—Matlock Communications seeks ch. 12, ERP: 316 kw vis., 31.6 kw aur., HAAT: minus 237.53 ft. Principal is owned by Stephen J. Matlock who has filed app.'s for full service TV's in Winnemucca, Nev.; Vernal, Utah; Spokane, Wash.; Lagrande, Ore., and Idaho Falls (see above). Filed Nov. 21.

■ Vernal, Utah—Matlock Communications seeks ch. 6; ERP 100 kw vis., 10 kw aur., HAAT: minus 35.675 ft. Principal is owned by Stephen J. Matlock who has filed app.'s for full service TV's in Winnemucca, Nev.; Logan, Utah; Spokane, Wash.; La Grande, Ore., and Idaho Falls (see above).

■ Charlottesville, Va.—Charlottesville 64 Ltd. seeks ch. 64; ERP: 1,200 kw vis., 120 kw aur., HAAT: 696 ft.; ant. height above ground: 471 ft. Address: 2344 McNary Blvd., Pittsburgh 15235. Principals is owned by T.K. Brady and Robert C. Savage (22.5% each), Jerry Meyers (45%) and Susi N. Edquist (10%). Brady, Savage and Meyers are also applicants for new TV at Altoona, Pa. (see above). Filed Nov. 10.

■ Spokane, Wash.—Matlock Communications seeks ch. 34; ERP: 4,000 kw vis., 400 kw aur., HAAT: 331.38 ft. Principal is owned by Stephen J. Matlock who has filed app.'s for full service TV's in Winnemucca, Nev.; Vernal and Logan, both Utah; La Grande, Ore., and Idaho Falls (see above). Filed Nov. 21.

Action

■ Fairbanks, Alaska—Great Alaska Electric Radio Co. Inc. granted 95.9 mhz, 3 kw, HAAT: 1.6 ft. Address: Box 82131, Fairbanks, Alaska 99708. Principals: Dean M. Gottehrer and wife, Sheila K. (19%); J. Stephen Lay and wife, Carole R. (19%); Gerald K. Fears and wife, Francisca (12%), Stanley W. Muchewicz and wife, Melissa (19%), Gerald E. Weaver (19%), and John G. Duclos (12%). They also are applicants for AM at Fairbanks. Gottehrers, Muchewiczs and Weavers are also applicants for FM at Delta Junction, Alaska. Action Nov. 16.

■ Kingman, Ariz.—New West Broadcasting Systems Inc. granted 100.1 mhz, 505 w, HAAT: 757 ft. Address: 2530 Longview, Kingman, Ariz. 86401. Principal is owned by Bruce D. Owens (49%); Grant Holyoak, president, and Lowell T. Patton (25.5% each). None have other broadcast interests. Action Nov. 21.

■ Kahului, Hawaii—Ke-Nui granted 99.9 mhz, 100 kw, HAAT: minus 540 ft. Address: Box 35, Kahului, Hawaii 96732. Principals: Thomas R. Elkins (61.5%) and Norma J. Phegley (38.5%). Elkins also owns KBUS(AM) Mexia, Tex. and, with Phegley, KNUI(AM) Kahului, Hawaii. Action Nov. 4.

■ Greenville, Ill.—Marlene G. Page granted 101.7 mhz, 3 kw, HAAT: 300 ft. Address: Box 753, Elizabeth, Colo. 80107. Principal has no other broadcast interests. Action Nov. 18.

■ *Iowa City, Iowa—Student Broadcasters Inc. granted 89.7 mhz, 129 w, HAAT: 90 ft. Address: Student Activities Center, Iowa Memorial Union, Iowa City, Iowa 52242. Principal: Nonprofit corporation, headed by Peter J. Koenig, Karol Sole, Barbara Knapp, Patricia Maher and Dennis Green. It has no other broadcast interests. Action Nov. 28.

■ *Standish, Me.—St. Joseph's College granted 90.9 mhz, 360 w, HAAT: 85 ft. Address: Whites Bridge Road, North Windham, Me. 04602. Principal: Noncommercial, educational institution, which has no other broadcast interests. Action Nov. 18.

■ *Gaylord, Mich.—Northern Christian Radio Inc. grant-

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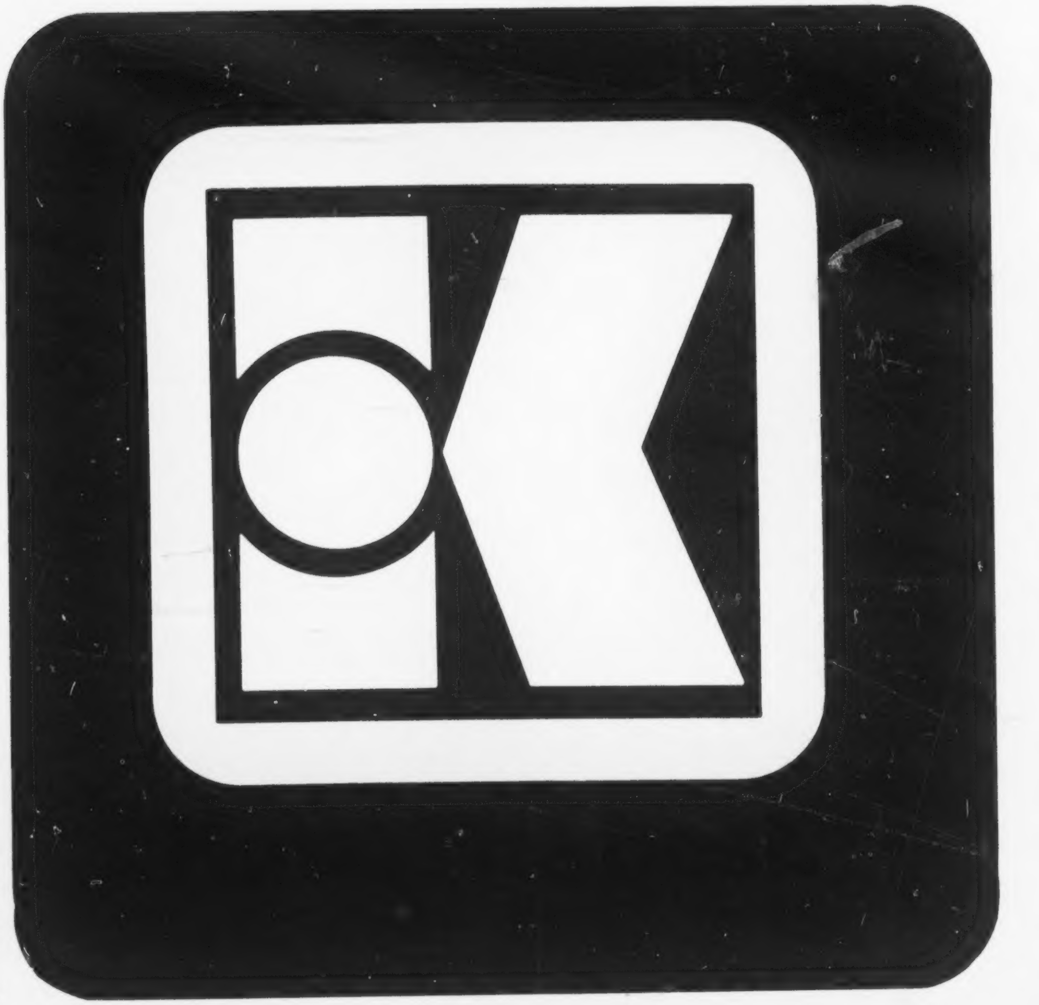
The Fifth Estate

Broadcasting ϟ Dec 19



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Vol. 105 No. 25

Broadcasting ▫ Dec 19

Hardware and software consolidations highlight cable week in California ☐ Networks prepare second season lineups ☐ NAB structure committee report

GO WEST ☐ Cloudy skies and some discouraging words greeted attendees at both the National Cable Programing Conference and the Western Cable Show as industry considered shakeouts in programing services and struggles with cities over legislative issues. **PAGE 35.** NCTA President Tom Wheeler angered by foes of H.R. 4103. **PAGE 36.**

NEW LIFE ☐ Showtime purchases pay movie service, Spotlight, for undisclosed price. **PAGE 37.**

COMING TOGETHER ☐ Mergers, joint ventures involving converters make news in Anaheim. **PAGE 38**

HOT SEAT ☐ White House sues CPB to seat recess appointee rejected by board. **PAGE 38.**

STATUS QUO ☐ NAB structure committee finds present form of association adequate. **PAGE 39.**

REGROUPING ☐ Networks revised lineups almost finished. Night-by night rundown of schedules appears on **PAGES 40-41.**

IN THE TRENCHES ☐ Financial interest and syndication fight continues as networks and producers work toward Jan. 31 deadline. **PAGE 42.**

CABLE CORNUCOPIA ☐ Broadcasting joined the California cable rush as NCPC conference in Los Angeles, followed by Western Cable Show in nearby Anaheim, addressed range of industry issues. In Anaheim: New revenue streams—including data transmission, security and PPV—were discussed. **PAGE 44.** Cable and First Amendment protections proved major concern. **PAGE 44.** Media General's Switzer sees stereo TV and fiber optics prominent in cable's future. **PAGE 46.** Selling cable without ratings. **PAGE 46.** Selling programing as package seen by some operators as way to boost revenue. **PAGE 48.** And in Los Angeles: Cable programers answer question: "What's new?" with series of videotape presentations. **PAGE 50.** Advice to operators: concentrate on basic tier, beef up service and promotion. **PAGE 52.** Cable leaders, including Ted Turner and Metromedia's Dick Block, cite inroads in network shares. **PAGE 56.** Cable's newest build stands to be its image as cable consortium taps McCann-Erickson to fashion media campaign. **PAGE 60.** NCTA's annual ACE awards for cable programing see HBO take most trips to winner's circle. **PAGE 62.**

GETTING DOWN TO BUSINESS ☐ Paine Webber media conference in New York brings together telecommunications companies for look at financial fortunes of industry. **PAGE 66.** Status summaries of some Fifth Estate firms are provided, selected from presentations made at conference. **PAGE 70.**

STANDING FIRM ☐ Orion asserts it's still in hunt for private satellite service linking U.S. and Europe. **PAGE 79.**

RULE CHANGE ☐ Proposed FCC rulemaking would revise low-power television application process, remove opportunity for competing applications. **PAGE 87.**

FAMILY AFFAIR ☐ Dudley Taft continues tradition of leadership in broadcasting industry as president and chief operating officer of Taft Broadcasting. **PAGE 111.**

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4A's Len Matthews calls for ethics in political advertising

Joined by League of Women Voters and political party committees, 4A's sponsors clinic in Washington; consensus is mudslinging hurts political process and image of advertising business in general

Leonard S. Matthews, president of the American Association of Advertising Agencies, has taken to the stump in Washington in an effort to head off a repetition of what he called the all-time "low ethical level" of the 1982 political advertising campaigns.

Taking the occasion to discuss the 4A's revised code of ethics, "Political Campaign Advertising and Advertising Agencies," Matthews was joined in an appearance on Capitol Hill by representatives of the League of Women Voters and the Democratic and Republican National Committees. He told a crowd of more than 300 political aides, assembled in the Senate Caucus Room, as well as those watching on the cable public affairs network, C-SPAN, that "it's injurious to the whole democratic process when political advertising declines to the level of mudslinging and graffiti." He is also concerned "about the impact of unethical and misleading political advertising on the public's image of advertising."

Matthews placed part of the blame for the "degeneration" of the 1982 campaigns on the growth of political action committees that are more interested in defeating particular candidates than in electing others. He noted the only constraint on political advertising is the "collective conscience" of politicians and their advisers.

Matthews cited the poor showing of politicians in a July 1983 Gallup poll measuring public perception of the honesty of various occupations (advertising people ranked even lower). Noting that actions speak louder than words, Matthews said, "the best way for politicians to move up that Gallup poll in public credibility is to act more responsibly and ethically in their campaign activities."

In addition to giving guidelines for choosing an advertiser, background on federal laws regulating campaign contributions and media rates, a new 21-page 4A's booklet includes a code of "fair campaign practices" for the candidate to sign. Among the seven principles of the code, is one that condemns "the use of personal vilification, character defamation, whispering campaigns, libel, slander or scurrilous attacks on any candidate or his personal or family life." The booklet also urges advertising agencies to

CBS wins a week of specials

Holiday and other specials and a paid political broadcast were added to the TV networks' prime time menu for the 11th week of the 1983-84 season (the week ended Dec. 11). But the networks had an above-average number of subtractions, too, in the form of coverage lost due to pre-emptions of network programs by affiliates carrying special syndicated religious and sports broadcasts. Neither the additions nor the subtractions, however, altered the by now familiar outcome: CBS won its eighth week of the season, with a Nielsen average rating/share of 17.7/28; ABC was second at 16.5/26 and NBC was third at 14.4/22.

With the pre-emptions, particularly for the Billy Graham Crusade on Tuesday and Thursday nights and for a USA-USSR hockey game Friday night, all three networks ended with below-par ratings. Nevertheless, their combined ratings were up, though just barely, from the comparable week of 1982, which had also been affected by pre-emptions. The three-network total was 48.6/76, compared with 48.3/76 in the same 1982 week.

The highest rated holiday special was *Best Christmas Pageant Ever*, an original on ABC Monday at 8-9 p.m. NYT, which scored 18.9/28 to tie (with NBC's *Hill Street Blues*) for 16th place for the week. But the highest rated special of any kind was *All Star Salute to Frank Sinatra* on CBS on Sunday, immediately following *60 Minutes*, the week's top-rated program (29.4/45). The Sinatra tribute did a 23.0/33, making it the week's eighth-ranked program.

Other specials placing in the top half of the week's rankings were a *Barbara Walters Special* on ABC Tuesday at 10-11 p.m. (19.7/33), which ranked 15th; *Winter of Our Discontent*, a Hallmark presentation on CBS Tuesday at 9-11 p.m. (17.5/27), which placed 25th, and a repeat of *Chipmunk Christmas* on NBC Friday at 8:30-9 p.m. (15.2/25), which was 34th.

Though not in the top half, an NBC special—*NBC White Paper: Journey to the Heart of China*—did uncommonly well for a news documentary. Shown Wednesday at 8-10 p.m., it generated a 13.1/20, the highest rating for an NBC documentary since *Pleasure Drugs: The American Highs* 15/26 in April 1982 ("In Brief," Dec. 12).

Of the week's 69 programs, only one failed to beat a five-minute political broadcast, on CBS Saturday at 8:55 p.m., featuring Presidential candidate Walter Mondale. The broadcast scored a 7.5/12, sandwiched in the rankings between two NBC specials that were trying to compete with *60 Minutes*: *Mr. T*, at 6.8/10 the week's lowest rated program, and *Deck the Halls with Wacky Walls*, whose 8.2/12 ranked 67th.

ABC won Monday, Wednesday and Saturday nights; CBS won Thursday, Friday and Sunday, and NBC won Tuesday.

The season-to-date standings at the end of week 11: CBS 18.3/29, ABC 17.5/27 and NBC 15.1/24.

In the evening news race for the week, it was CBS 14.1/24, NBC 11.9/20 and ABC 11.3/20.

Rank	Show	Network	Rating/Share
1.	60 Minutes	CBS	29.4/45
2.	Dallas	CBS	27.3/42
3.	A Team	NBC	27.1/41
4.	Dynasty	ABC	25.7/39
5.	Simon & Simon	CBS	24.7/37
6.	Falcon Crest	CBS	24.4/39
7.	Magnum, P.I.	CBS	24.4/38
8.	All Star Salute to Sinatra	CBS	23.0/33
9.	Hotel	ABC	22.0/38
10.	Knots Landing	CBS	21.8/35
11.	Love Boat	ABC	21.5/35
12.	NFL—Minnesota vs. Detroit	ABC	21.2/34
13.	Remington Steele	NBC	20.7/31
14.	Through Naked Eyes	ABC	20.2/31
15.	Barbara Walters Special	ABC	19.7/33
16.	Hill Street Blues	NBC	18.9/30
17.	Best Xmas Pageant Ever	ABC	18.9/28
18.	AfterMASH	CBS	18.7/26
19.	Knight Rider	NBC	18.6/27
20.	Jeffersons	CBS	18.3/27
21.	Newhart	CBS	18.2/26
22.	T.J. Hooker	ABC	18.0/30
23.	Fantasy Island	ABC	17.9/32
24.	Fall Guy	ABC	17.7/28
25.	Winter of Our Discontent	CBS	17.5/27
26.	Scarecrow & Mrs. King	CBS	17.2/25
27.	Choices of the Heart	NBC	16.5/25
28.	Cheers	NBC	16.4/25
29.	Three's Company	ABC	16.0/24
30.	Diff'rent Strokes	NBC	15.8/27
31.	Hardcastle & McCormick	ABC	15.8/23
32.	Silver Spoons	NBC	15.7/26
33.	Trapper John, M.D.	CBS	15.4/25
34.	Chipmunk Christmas	NBC	15.2/25
35.	Dukes of Hazzard	CBS	15.1/25
36.	Goodnight, Beantown	CBS	15.1/23
37.	Coast to Coast	NBC	14.9/23
38.	We Got It Made	NBC	14.9/23
39.	Smurfs	NBC	14.4/24
40.	Emerald Point N.A.S.	CBS	14.3/23
41.	Snow White Christmas	CBS	14.1/22
42.	Oh Madeline	ABC	13.7/20
43.	NBC White Paper	NBC	13.1/20
44.	Gimme A Break	NBC	12.7/20
45.	Ziggy's Gift	ABC	12.7/20
46.	Mama's Family	NBC	12.7/19
47.	Mississippi	CBS	12.6/19
48.	Happy Days	ABC	12.3/18
49.	Ripley's Believe It Or Not	ABC	12.1/18
50.	Christmas Comes to Pac-Land	ABC	12.1/18
51.	Prototype	CBS	11.8/19
52.	Just Our Luck	ABC	11.8/18
53.	Seems Like Old Times	NBC	11.7/18
54.	St. Elsewhere	NBC	11.6/20
55.	Victory	CBS	11.4/19
56.	Manimal	NBC	11.2/18
57.	20/20	ABC	11.1/18
58.	Benson	ABC	11.0/18
59.	Webster	ABC	10.6/17
60.	Yellow Rose	NBC	10.3/18
61.	For Love and Honor	NBC	9.5/16
62.	Boone	NBC	9.5/14
63.	Trauma Center	ABC	9.4/14
64	Matt Houston	ABC	8.6/14
65.	Lottery	ABC	8.5/13
66.	Cutter to Houston	CBS	8.2/14
67.	Deck Halls w/Wacky Walls	NBC	8.2/12
68.	Mondale Paid Political Ad	CBS	7.5/12
69.	Mr. T Special	NBC	6.8/10

* Rating represents average of game runover plus 4-minute post-game show

100% after) Seller, privately held corporation, will relinquish 77% of WKJG in equal exchange for buyer's 23% share of Wabash Valley's other property, WTHI-AM-FM-TV Terre Haute, Ind. Buyer is executive vice president of licensee, president of Indianapolis Motor Speedway Corp. and other enterprises. Action Nov. 23.

■ WISH-TV Indianapolis and WANE-TV Fort Wayne, Ind. (WISH-TV; ch. 8; 316 kw vis., 42.7 kw aural; HAAT: 990 ft.; WANE-TV; ch. 15; 144 kw vis., 28.2 kw aur.; HAAT: 830 ft.)—Granted transfer of control of Indiana Broadcasting Corp. from Corinthian Broadcasting Group (100% before; none after) to A.H. Belo Corp. (none before; 100% after) for $104.9 million. Two stations are part of six-station deal between two companies for total $606 million (Broadcasting, June 27). Seller is subsidiary of Dun & Bradstreet Corp., New York-based corporation engaged in business information, marketing services and specialty publishing. It has no other broadcast interests. Buyer is Dallas-based newspaper publisher. It has also sold, subject to FCC approval, the two stations at same price, and working capital, after holding them for a "legal instant" (see below). It also owns WFAA-AM-TV and KZEW(FM) Dallas, and recently bought KOA(AM)-KOAQ(FM) Denver for $22 million ("Changing Hands," May 30). It has also sold, subject to FCC approval, WTVC(TV) Chattanooga, and KFDM-TV Beaumont, Tex., for $49 million, to keep from exceeding station ownership limits ("In Brief," Oct. 10). Granted Nov. 28.

■ WISH-TV Indianapolis and WANE-TV Fort Wayne, Ind. (WISH-TV; ch. 8; 316 kw vis., 42.7 kw aural; HAAT: 990 ft.; WANE-TV; ch. 15; 144 kw vis., 28.2 kw aur.; HAAT: 830 ft.)—Granted transfer of control from A.H. Belo Corp. (100% before; none after) to LWWI Broadcasting Inc. (none before; 100% after) for $104.9 million and working capital ("Changing Hands," Sept. 5). Seller will own stations for a "legal instant" (see above). Buyer, is subsidiary of LIN Broadcasting, a publicly traded New York company, which also owns five AM's, five FM's and five TV's. It is also radio common carrier and specialty publisher. Action Nov. 28.

■ WIOU(AM) and WZWZ(FM) Kokomo, Ind. (1350 khz, 5 kw-D, 1 kw-N; FM: 93.5 mhz 3 kw, HAAT: 340 ft.)—Granted assignment of license from Booth American Co. to Kokomo Community Service Radio Inc for $1,550,000. Seller is owned by John L. Booth and family. It also owns three AM's and six FM's, 11 cable systems and SMATV system in Belleville, Mich. Buyer is majority owned by David C. Keister, president. It also owns three AM's and three FM's. Action Nov. 22.

■ *WCAE(TV) St. John, Indiana (ch. 50, 603 kw vis. 120 kw aur., HAAT: 417 ft.)—Granted assignment of license from Lake Central School Corp. to Northwest Indiana Public Broadcasting Inc. No consideration; assets will be transfered by simple receipt as property of the State of Indiana. Seller is headed by Marilyn Struzik, president. Buyer is nonprofit group headed by Gerald Fitzgerald, chairman. Action Nov. 23.

■ WFRL(AM)-WXXQ(FM) Freeport, Ill. (1570 khz, 5 kw-D, DA; 98.5 mhz, 19.6 kw, HAAT: 150 ft.)—Granted assignment of license from Illinois Broadcasting Co. to WFRL Inc. for $54,000 plus $446,000 liabilities. Sale is part of six-station package deal (see Decatur, Ill., above). Buyer is owned by C.R. Griggs (65%), James D. McQuality and Larry S. Ward (17.5% each). McQuality is general manager of Freeport stations. Ward is technical supervisor for Freeport and Decatur stations. Action Dec. 1.

■ WLCS(AM)-WQXY-FM Baton Rouge (910 khz, 1 kw-U; FM: 100.7 mhz, 100 kw HAAT: 690 ft.)—Granted assignment of Air Waves Inc. to Louisiana Broadcasting Corp. Sale price of $3.5 million, plus lease of land, also includes KQXY(FM) Beaumont, Tex., (see below). Seller is equally owned by Lamar Simmons, president; Gene Nelson, State National Life Insurance Co. of Louisiana; Hans Sternberg and family, and Jessie (J.B.) Chapman. It has no other broadcast interests. Buyer is equally owned by Robert Clark, Kent Anderson and Richard E. Oppenheimer. Clark is a Houston attorney. Anderson is executive vice president of Allied Bank Shares Inc., Houston. Oppenheimer is general manager of KIXL(AM)-KHFI(FM) Austin, Tex., which buyer owns. Buyer also owns KWKI(AM)-KKIK-FM Big Springs, KBFM(FM) McAllen and KDVE(AM) Beaumont, all Texas, and WZEW(FM) Fairhope, Ala. Action Nov. 29.

■ WLAP-AM-FM Lexington, Ky. (630 khz, 5 kw-D, 1 kw-N, DA-2; 94.5 mhz, 50 kw, HAAT: 640 ft.)—Granted assignment of license from Illinois Broadcasting Co. to WLAP Inc. for $3,743,541 plus assumption of certain liabilities. Sale is part of six-station package deal (see Decatur, Ill., above). Buyer is 100% owned by C.R. Griggs who is excutive vice president of Illinois Broadcasting Co. Action Dec. 1.

■ WVJS(AM)-WSTO(FM) Owensboro, Ky. (1420 khz, 5 kw-D, 1 kw-N; FM 96.1 mhz, 100 kw, HAAT: 1,001 ft.)—Granted assignment of license from Owens on the Air Inc. to Leonard and Claire Tow for $3 million. Sellers are Pauline H. Steele and Robert H. Steele, brother and sister, trustees of estate of V.J. Steele Jr. Neither has other broadcast interests. Buyers are husband and wife. Leonard Tow is president and half owner of MSO, Century Communications Corp., which purchased stations along with CATV in Owensboro—16,700 basic and 9,700 pay subscribers—for total of $17.5 million. Century is spinning off stations to Tows because co-owner, Sentry Insurance Co., already owns seven AM's and six FM's through subsidiary Sentry Broadcasting Inc. Neither Leonard nor Claire Tow has other broadcast interests. Granted Nov. 29.

Summary of broadcasting
as of October 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,726	166	4,892
Commercial FM	3,490	425	3,915
Educational FM	1,104	181	1,285
Total Radio	9,320	772	10,092
FM translators	741	423	1,164
Commercial VHF TV	536	19	555
Commercial UHF TV	334	200	534
Educational VHF TV	107	5	112
Educational UHF TV	172	22	194
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TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WLIF(FM) Baltimore (101.9 mhz, 13.5 kw, HAAT: 960 ft.)—Granted assignment of license from Cox Communications Inc. to Island Broadcasting Co. Inc. for $5,750,000 (Broadcasting, Aug. 22). Seller has bought WXFM(FM) Chicago (see above). Buyer is headed by Alan S. Beck, president and former general manager of WLIF, who also has interest in WALK-AM-FM Patchogue, N.Y. Action Nov. 23.

■ WKIK(AM) Leonardtown, Md. (1370 khz, 1 kw-U)—Granted assignment of license from Continental Radio Corp. to J.B.J. Communications Inc. for $249,656 (Broadcasting, Oct. 10). Seller is headed by Nathan H. Miller, Virginia state senator. Buyer is equally owned by Robert E. Johnson, president; John H. Swain, and Joseph Salta. It has no other broadcast interests. Action Nov. 18.

■ KTCR-AM-FM Minneapolis-St. Paul. (690 khz, 500 w D, DA.; FM: 97.1 mhz, 50 kw, HAAT: 150 ft.)—Granted assignment of license from Hennepin Broadcasting Associates Inc. to Parker Communications Inc. for $3.45 million. Seller is owned by Albert S. Tedesco, who also owns KDUZ-AM-FM Hutchinson, Minn. Buyer is owned by John B. Parker, president, and wife, Kathleen (50%) each). They also own KIKI(AM)-KMAI(FM) Honolulu and recently sold KOWL(AM) South Lake Tahoe, Calif. ("Changing Hands," Aug. 22). Action Nov. 18.

■ KKOZ(AM) Ava, Mo. (1430 khz, 500 w-D)—Granted assignment of license from Ava Broadcasting to KKOZ Inc. for $130,000. Seller is owned by Joseph E. Jindra, president, and eight other Kansas residents. Buyer is owned by Joseph Alan Corum (27%), his brother, Charles Arthur (27%); their mother, Mrs. Joseph Arthur Corum (15%); Robert L. Honea Jr. (27%), and A. Dale Wendland (4%). Joseph Alan Corum is currently station manager at KOYY(AM)-KSPG(FM) El Dorado, Kan. Action Nov. 30.

■ KSRD(FM) Seward (Lincoln) Neb. (96.9 mhz, 100 kw, HAAT: 610 ft.)—Granted assignment of license from KSRD Radio Co. to MusicRadio of Nebraska for $864,000. Seller is general partnership of Mel Wheeler Inc. (80%) and Herman Lee Reavis (20%). Mel Wheeler Inc. also owns WSLC(AM)-WSLQ(FM) Roanoke, Va.; KDNT(AM) Denton, and KDNG-FM Gainesville, both Texas; WSIL-TV Harrisburg, Ill., and KPOB-TV Poplar Bluff, Mo. Reavis is general manager of WSLC-AM-WSLQ(FM). Buyer is owned by Donald Cavaleri (60%) and Stephen Kushner (25%). Cavaleri was previously general sales manager WPGC-AM-FM Morningside, Md. Kushner is currently program director at WBZZ(FM) Pittsburgh. Action Nov. 23.

■ WFMV(FM) Blairstown, N.J. (106.3 mhz, 3 kw, HAAT: 860 ft.)—Granted transfer of control of Park V Broadcasting from Joseph P. Sherikjian (51% before; 50% after) to Dennis Feely (49% before; 50% after). Consideration: $150,000. Seller is Joseph P. Sherikjian, former director of acquisition and new product development at ABC Radio Enterprises, who has no other broadcast interests. He recently bought WFMV for $560,000 (Broadcasting, June 27). Buyer is former director of engineering for TalkRadio and has no other broadcast interests. Action Nov. 29.

■ WGGO(AM) Salamanca, N.Y. (1590 kz, 5 kw-D)—Granted transfer of control of Communications Inc. from John R. Newman (100% before; none after) to Gary L., and Theresa Livingston (none before; 100% after) for $263,500. Seller has application pending to buy WZNG(AM) Cypress Gardens, Fla. (Broadcasting, Sept. 26). Buyers are Gary Livingston (80%) and wife, Theresa (20%). Gary Livingston is currently operations manager at WUUU(FM) Rome, N.Y. Action Nov. 23.

■ WNNC(AM) Newton, N.C.; WSJW(AM) Woodruff, S.C. (1230 khz, 1 kw-D, 250 w-N; 1510 khz, 1 k-D, 250 w-N)—Granted transfer of control of Newton-Conover Communications from certain shareholders (51.8% before; none after) to other shareholders (48.2% before; 100% after). Consideration: price to be based on book value of stock. Sellers are Charles R. Lingafelt and wife, Glenna T. (17.25% each); Edmond B. Fitzgerald and his wife, Emily W. (8.5% each). Charles T. Lingafelt also has interest in WMNA-AM-FM Gretna, Va. Buyer is owned by David B. Lingafelt, general manager WNNC, and wife, Janet W., assistant general manager at station. Newton-Conover Communications Inc. is buying back stock owned by four sellers, leaving buyers with complete ownership. Action Nov. 30.

■ KNDK(AM) Langdon, N.D. (1080 khz; 1 kw-D)—Granted assignment of license from Johnson, Johnson & Laidlaw Inc. to KNDK Radio for $500,000. Seller is equally owned by Bert Johnson, and brother, Lyle, both farmers, and T.L. Laidlaw, general manager of KDNK. None has other broadcast interests. Buyer is equally owned by William Heigaard and R. Scott Stewart, both Langdon attorneys. It has no other broadcast interests. Action Nov. 30.

■ WLGN-AM-FM Logan Ohio (1510 khz, 1 kw-D, 240 w-CH)—Granted assignment of license from Logan Broadcasting to Roger Lance Hinerman for $310,000. Seller is owned by Dannie Derol, who owns furniture store, restaurant, and other investments in Logan. Buyer, general manager of stations, has no other broadcast interests. Action Nov. 29.

■ KLTR(AM) Blackwell, Okla. (1580 khz, 1 kw-D)—Granted assignment of license from Indian Nation Broadcasters Inc. to Action Media Inc. for $115,000 cash including noncompete agreement. Seller is headed by Don M. Kelly, president. He is also 95% owner of KUSH(AM) Cushing, Okla. and is permitee for new FM in Liberal, Kan. Buyer is owned by William Stanley Bivin, president (70%), and Mary Jane Kelly (30%). It is licensee of KLOR-FM Ponca City, Okla. Granted Nov. 30.

■ KOTV Tulsa, Okla. (ch. 6; 100 kw vis., 20 kw aur.; HAAT: 1,310 ft.; ant. height above ground 1,135)—Granted transfer of control from Corinthian Broadcasting Group (100% before; none after) to A.H. Belo Corp. (none before; 100% after) for $41 million. Transfer is part of six-station deal between two companies for $606 million (see Sacramento, Calif., above). Action Nov. 22.

■ KFMT(FM)[CP] Pendleton, Ore. (103.5 mhz, 100 kw, HAAT: 970 ft.)—Granted assignment of license from Faith Media Inc. to Andrew F. Harle and Cheryl L. McAnally for $55,223, including $40,000 noncompete agreement. Seller is nonprofit corporation, headed by David L. Jones, president. It has no other broadcast interests. Buyers own 50% each. They also own KTIX(AM) Pendleton. Action Dec. 19.

■ KPUP(FM)[CP] Redmond, Ore. (106.5 mhz, 100 kw; HAAT: 537 ft.)—Granted assignment of license from Peregrine Broadcasting Co. Inc. to KBND Inc. for sum not to exceed $25,000. Seller is owned by Bruce Bischof, Sun River labor lawyer who has no other broadcast interests. Buyer is equally owned by Douglas D. Kahle and Edwin Tornberg. Both Tornberg and Kahle have interests in WABS-(AM) Arlington, Va.; WFIA(AM)-WXLN(FM) Louisville, Ky.; KBND(AM) Bend, Ore.; WBRI(AM) Indianapolis, and WXIR(FM) Plainfield, Ind. Tornberg is owner of communication management consultant company in Washington. Kahle is also part owner of KFIA(AM) Carmichael (Sacramento), Calif. Buyer is also applicant for new FM and low power TV at Bend, Ore. Action Dec. 2.

■ WLUY(AM) Nashville (1300 khz, 5 kw-U, DA-N)—Granted assignment of license from Mooney-WMAK Inc. to WNQM Inc. for $700,000. Seller is 100% owned by Sun-

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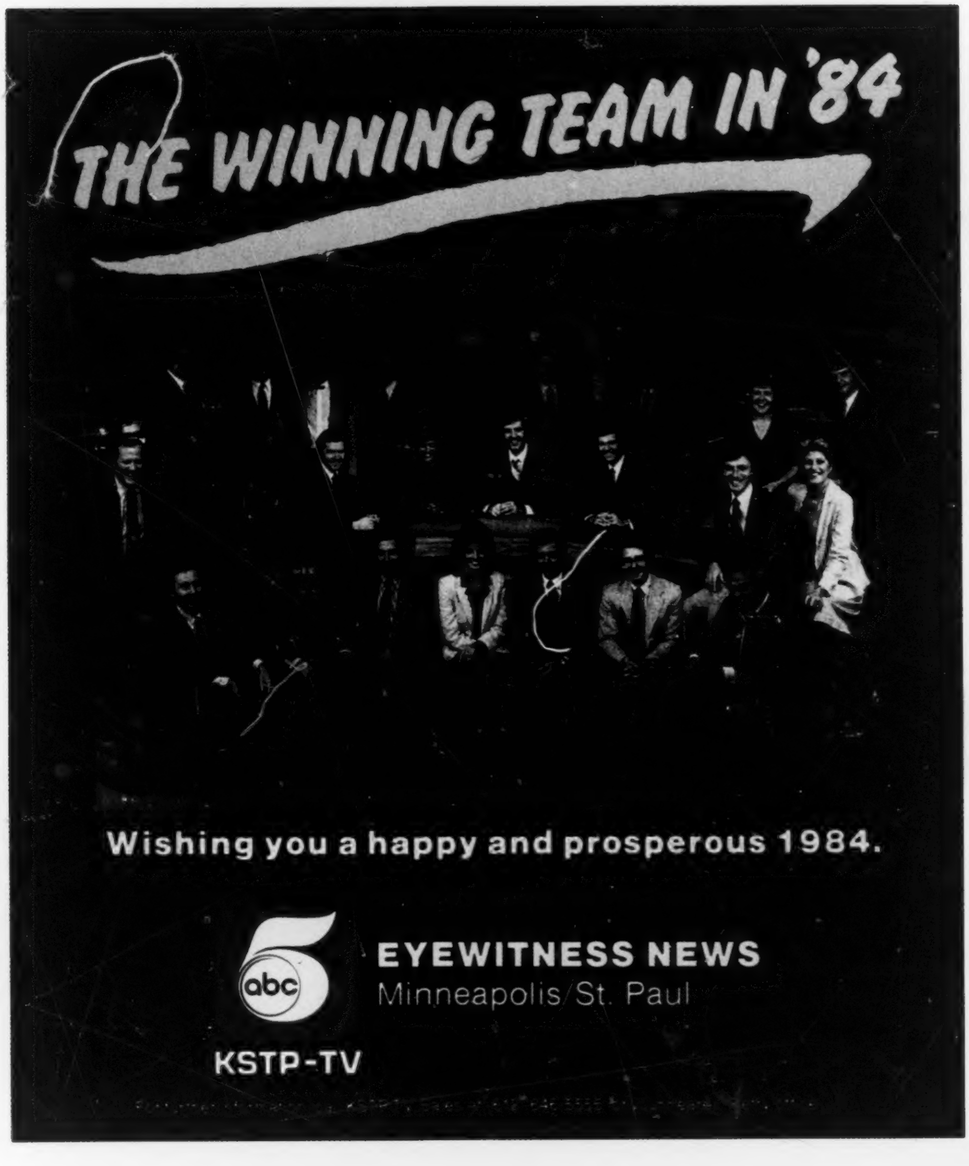
The Fifth Estate

Broadcasting Jan 2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ANNUAL DOUBLE ISSUE
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Vol. 106 No. 1

Broadcasting ◻ Jan 2

ANNUAL DOUBLE ISSUE ◻

A look back at 1983 and a look ahead to 1984 ◻

CASE CLOSED ◻ FCC ends children's television rulemaking. It says broadcasters still have to serve programing needs of children, but leaves implementation to the licensee's discretion. **PAGE 35.**

SIX-GUN SHOWDOWN ◻ General William Westmoreland and CBS unleash mounds of documents in multimillion-dollar libel case. **PAGE 36.**

HOLD THAT LINE ◻ NFL football ratings are significantly down. Network officials cite poorer matchups among reasons for decline. **PAGE 37.**

EXPERT LOOK ◻ Observers believe Showtime-Paramount deal will make pay cable industry more competitive. **PAGE 38.**

STARTUP TALKS ◻ STC anounces cooperative agreements with CBS, Alcoa-NEC and Toshiba to help Comsat subsidiary launch DBS service. **PAGE 39.**

SET FOR LAUNCH ◻ Microband Corp. of America readies to provide "wireless cable" systems later this year. **PAGE 40.**

PULL OUT ◻ U.S. decides to leave UNESCO organization. **PAGE 42.**

BUSINESS 1984 ◻ The year may not be as good as initial expectations, in spite of the upcoming elections and Olympics, but analysts still see profitable year. Cable earnings expected to show improvement as debt load is reduced. **PAGE 48.**

ENTERTAINMENT 1984 ◻ A host of off-network programing, increasing competition for network viewers and co-productions in cable are foreseen for 1984. Radio continues changeover to satellite delivery. **PAGE 54.**

ADVERTISING 1984 ◻ Major agency executives see double-digit year ahead boosted by Olympics time sales. **PAGE 62.**

JOURNALISM 1984 ◻ Election and Olympics year challenges electronic journalists this year. **PAGE 64.**

TECHNOLOGY 1984 ◻ Direct broadcast satellites, multichannel television and stereophonic TV sound to come to fruition. **PAGE 66.**

POLICY 1984 ◻ Reagan administration continues push for deregulation. Issue to allow competitors into international telecommunications field expected to come to a head. On the Hill, broadcast and cable lobbyists fight against the election clock in support of deregulation. Proponents on both sides of syndication and financial interest controversy continue compromise talks. More deregulation from the FCC ahead. **PAGE 69.**

HISTORY 1983 ◻ A look at the year that was in the Fifth Estate. **PAGE 73.**

MGM BID ◻ Majority owner Kerkorian makes bid to take company private. **PAGE 78.**

TURNAROUND ◻ NBC hires Frank Magid & Associates for unnamed projects; consulting firm's contract with ABC ends. **PAGE 78.**

ONE-TWO PUNCH ◻ Representatives Tom Tauke and Billy Tauzin are very much their own men, but they have combined to lead the fight for broadcast deregulation in the House. **PAGE 110-111.**

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man and Bruce Morrow (see "Ownership changes" applications, Middletown, N.Y.), who also own 50% of WATL-TV Atlanta and 100% of WRAN(AM) Dover, N.J.; and WJJB(FM) Hyde Park and WALL(AM)-WKGL(FM) Middleton, both New York. They recently bought WHMP-AM-FM Northampton, Mass., (see "For the Record," July 25, 1983). Action Dec. 8.

■ [CP]WAQP(TV) Saginaw, Mich. (ch. 34; ERP: 2,500 kw vis., 250 kw aur., HAAT: 324.48 ft., ant. height above ground: 268.4 ft.)—Granted assignment of license from Saginaw Communications Inc. to Tri-state Christian T.V. for $50,000. Seller is owned by Doylan Forney, president, who also owns KGLR(AM) Tucson and KKAF(FM) Arizona City, both Arizona. Buyer is nonprofit corporation, headed by Garth Coonce, president. Buyer has transfer of control application to acquire Ch. 27 Inc., licensee of WDDD-TV Marion, Ill. Action Dec. 9.

■ KGHS(AM)-KSDM(FM) International Falls, Minn. (1230 khz; 500 w-D, 250 w-N: FM: 94.3 mhz, 3 kw, HAAT: 153 ft.)—Granted assignment of license from Borderland Broadcasting to Communications International Assoc. Inc. for $425,000. Seller is owned by Daniel D. Ganter and Karen N. Ganter, who have no other broadcast interests. It currently seeks modification of FM permit to increase power to 100 kw and to build new 420 ft. tower. Buyer is owned by Frederick H. Walter, M.D., general practitioner in International Falls (50%), Craig Peacock and wife, Joyce (25%); her brother James Bartowski and wife, Louise (25%). Craig Peacock and James Bartowski own and operate a local Coca-Cola bottling plant. It has no other broadcast interests. Action Dec. 13.

■ WLBT-TV Jackson, and WLBM-TV Meridian, both Mississippi (ch. 3, 95.7 kw vis, 19.1 kw aur., HAAT: 2,419 ft., ant. height above ground 1,999 ft.; ch. 30, 89.1 kw vis., 8.9 kw aur., HAAT: 234 ft, ant. height above ground 333 ft.)—Granted transfer of control from TV-3 Inc. from individual stockholders (100% before; none after) to Civic Communications Corp. (none before; 100% after). Consideration $12,765,000. Seller is owned by 24 shareholders. Aaron E. Henry, chairman; Charles L. Young, vice president, and Robert C. Travis are shareholders who will also have interest in buyer. None have other broadcast interests. Henry is Clarksdale, Miss., pharmacist; Charles L. Young, is Meridan, Miss., businessman; Travis is Jackson, Miss., attorney. Buyer is composed of Aaron E. Henry 26.3%, Charles L. Young 26.3%, Buford Television Inc. 25.4%, Interfirst Venture Corp. 10.9%, Robert C. Travis 3.5% and three others. Buford Television is MSO and owns KLTV-TV Tyler and KTRE-TV Lufkin, both Texas, and KTMA-TV Minneapolis. It also has 20% interest in Home Entertainment Network Inc., which is licensee of WBTI(TV) Cincinnati and provides subscription television service. Interfirst Venture Corp. is subsidiary of InterFirst Bank, Dallas. Action Dec. 12.

■ KWRT(AM)-KDBX(FM) Boonville, Mo. (1370 khz, 1 kw-D; FM: 99.3 mhz, 3 kw HAAT: 285 ft.)—Granted assignment of license from Big Country of Missouri Inc. to T & T Communications Inc. for $475,000 plus $50,000 noncompete agreement. Seller is jointly owned by Richard L. Billings and his wife, Patricia A., who are applicants for new FM at South Jacksonville, Ill. Buyer is equally owned by Phillip W. Trammell and wife, Barbara J. Phillip Trammell was general manager of KSD(AM) St. Louis. Barbara Trammell is housewife. They have no other broadcast interests. Action Dec. 13.

■ KLRS-AM-FM Mountain Grove, Mo. (1360 khz, 1 kw-D, DA-D; 92.7 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Kickapoo Prairie Broadcasting Co. to Communications Works Inc. for $240,000. Seller is owned by Jeanne Strauss Kramer, and her husband, Robert C. It also owns KICK(AM) Springfield, Mo. Buyer is equally owned by Larry D. Spence, Robert S. Chaney III, John W. Carr and David E. Horst, none of whom have other broadcast interests. Action Dec. 2.

■ WZIR(FM) Niagra Falls, N.Y. (98.5 mhz; 46 kw; HAAT: 420 ft.)—Granted by Butler Communications Corp. to Porter Broadcasting Corp. for $976,434.23. Seller, which also owns co-located WHLD(AM), has filed for reorganization under Chapter 11. Sale is part of reorganization plan and is also subject to approval by bankruptcy court. Seller is owned by Paul A. Butler, 42.57% and others; some of whom also have interest in WECK(AM) Cheetowaga, N.Y. Buyer is owned by Winslow T. Porter Jr., who also owns WMYF-(AM)-WERZ(FM) Exeter, N.H., and WJTO(AM)-WIGY(FM) Bath, Me. Action Dec. 7.

■ WRRZ-FM Clinton, N.C. (107.1 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from WRRZ Radio Co. to WRRZ Radio Co. Inc. for $200,000. Seller is owned by John L. Austin and brothers, George T., A.G. and J.B. Williams (25% each). It is also selling co-located WRRZ(AM) (see below). Buyer is owned by Lawrence B. Carr, who is licensee of co-located WCLN(AM). Action Dec. 15.

■ WRRZ(AM) Clinton, N.C. (880 khz, 1 kw-D)—Granted assignment of license from WRRZ Radio Co. to Sampson Broadcasting Co. for $175,000. Seller is also selling co-located WRRZ-FM (see above). Buyer is owned by employes of station: Delma Dixon, broadcast engineer; Clarence Denton, program director, and Daniel Lucas, assistant program director. Action Dec. 13.

■ WDLV(AM)-WIOZ(FM) Pinehurst/Southern Pines, N.C. (550 khz, 1 kw-D; 107.1 mhz, 3 kw; HAAT: 300 ft.)—Granted assignment of license from 107 Inc. to Muirfield Broadcasting Inc. for $1,040,000. Seller is owned by William R. Gaston, Marco Island, Fla. It has no other broadcast interests. Buyer is owned by C. Walker Morris, formerly general manager of WCHL(AM) Chapel Hill, N.C. Action Dec. 15.

■ KNOX(AM)-KYTN(FM) Grand Forks, N.D. (1310 khz, 5 kw-U, 94.7 mhz, 100 kw, HAAT: 325 ft.)—Granted assignment of license from Billings/Lafayette Associates Ltd. to Red River Associates for $3 million. Seller is headed by Henry P. Slane. Slane and other principals also have interest in Peoria Journal Inc., publisher and group owner of three AM's and three FM's. It also recently donated KBMY(AM) Billings, Mont., to college ("Riding Gain," Oct. 24, 1983). Buyer is partnership, headed by John B. Babcock, broadcast consultant and former executive vice president and chief operating officer of Park Broadcasting Co., Ithaca, N.Y. It has no other broadcast interests. Action Dec. 13.

Summary of broadcasting
as of October 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,726	166	4,892
Commercial FM	3,490	425	3,915
Educational FM	1,104	181	1,285
Total Radio	9,320	772	10,092
FM translators	741	423	1,164
Commercial VHF TV	536	19	555
Commercial UHF TV	334	200	534
Educational VHF TV	107	5	112
Educational UHF TV	172	22	194
Total TV	1,149	246	1,395
VHF LPTV	179	80	259
UHF LPTV	66	71	137
Total LPTV	245	151	396
VHF translators	2,831	206	3,037
UHF translators	1,850	342	2,192
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WNYN(AM) Canton, Ohio (900 khz, 500 w-D)—Granted transfer of control from Stephen A. Bloomfield and others (60% before; none after) to Raymond N. Malcolm and Robert C. Hippler (40% before; 100% after) for $300,000. Seller is headed by Stephen A. Bloomfield, news producer at WJKW-TV Cleveland. It has no other broadcast interests. Buyer is owned by Raymond N. Malcolm and Robert C. Hippler. Malcolm, who already owns 40%, is Canton, Ohio-based insurance businessman. He also has interest in WTAL-(AM) Tallahassee, Fla. Hippler is president and general manager of WNYN. Action Dec. 8.

■ KKLR-FM Edmond, Okla. (97.7 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Mid America Media Co. to Oaks Broadcasting Inc. for $500,000. Purchase pre-empted auction of station that sellers had scheduled for Oct. 20. Seller is Louisiana partnership, headed by James A. Reeder, managing partner. It also owns KCOZ(AM)-KOKA-(FM) Shreveport, La. Buyer is owned by Max W. Wells, Dallas banker, and Ken Fairchild, general manager of KRLD Dallas, which is being sold to CBS ("Top of the Week," April 25, 1983). Action Dec. 15.

■ KMUN(FM)[CP] Astoria, Ore. (91.9 mhz)—Granted assignment of CP from KBOO Foundation to Tillicum Foundation. Buyer is headed by Jim Casterine, president, and Rita Rega, vice president. It has no other broadcast interests. Action Nov. 16.

■ WHOL(AM) Allentown, Pa. (1600 khz, 500 w-D, DA)—Granted assignment of license from Empire Broadcasting Co. Inc. to Radio 16 Inc. for $450,000. Seller is equally owned by Ray M. Schacht and James A. Herbert who have no other broadcast interests. Buyer is jointly owned by Clyde E. Griffith and wife, Suzanne G., who run family counseling firm in Philadelphia. They have no other broadcast interests. Action Dec. 8.

■ WEAB(AM) Greer, S.C. (800 khz, 250 w-D)—Granted assignment of license from Greer Broadcasting Co. Inc. to Thomas D. Norton for $167,500. Seller is owned by E.A. Burch 75% and John A. Salter Jr. (25%), who have no other broadcast interests. Buyer is licensee of WPJM(AM) Adamsville, Tenn. Action Dec. 2.

■ WTVC(TV) Chattanooga and KFDM-TV Beaumont, Tex. (Port Arthur) (ch. 9, 316 kw vis., 31.6 kw aur., HAAT: 1,040; ant. height above ground: 278 ft.; ch. 6; 100 kw vis., 20 kw aur., HAAT 960 ft.; ant. height above ground: 1,031 ft.)—Granted 100% transfer of control (Chattanooga) and assignment of license (Beaumont) from Belo Broadcasting to Freedom-TV Sub Inc. for $24.5 million. Seller is owned by Dallas-based group owner and newspaper publisher; which purchased Corinthian Broadcast Group—five VHF's and one UHF—from Dun & Bradstreet (Broadcasting, June 27, 1983). Buyer is Santa Ana, Calif.-based newspaper publisher and owner of two TV's. It purchased WLNE(TV) Providence, R.I.-New Bedford, Mass., earlier this year (Broadcasting, Jan. 3, 1983). Action Dec. 13.

■ KALK(FM) Denison-Sherman, Tex. (104.9 mhz, 3 kw, HAAT: 298 ft.)—Granted transfer of control from Grayson Collegiate Communications Inc. to Stansell Communications for $306,000 plus $20,000 noncompete agreement. Station began operation Oct. 17. Seller is owned by Thomas Spellman, who also has interest in KSKS(AM) Conroe, Tex. Buyer is owned by Jim Stansell, Eastern division manager for Dallas-based Satellite Music Network, and formerly co-owner of KIXK(FM) Denton, Tex. Action Dec. 9.

■ KZEE(AM) Weatherford, Tex. (1220 khz, 500 w-D)—Granted assignment of license from KZEE Radio Inc. to Crest Communications for $800,000. Seller is owned by Galen O. Gilbert 75% and Dave Solmonson 25%. They recently bought KYFM(FM) Bartlesville, Okla., for $1.1 million (Broadcasting, April 11, 1983). Gilbert has majority interest in KTXJ(AM)-KWYX(FM) Jasper, and KDXE(AM) Sulphur Springs, both Texas; KBTN(AM) Neosho, and KXEO(AM)-KWWR-FM Mexico, both Missouri. He also owns KPET(AM) Lamesa, Tex., and recently sold co-located KCOT(FM) for $525,000 ("Changing Hands", Nov. 29, 1982). Buyers are Robert Griffin, independent financial consultant and formerly chief financial officer for New Orleans steamship company, and Curtis Sorrells, geophysicist. Sorrells is limited partner in United Cablevision, MSO in Maine and Illinois. Action Dec. 8.

■ KRGQ(FM)[CP] Roy, Utah (107.9 mhz, 67 kw, HAAT: 2,383 ft.)—Granted assignment of CP from Margarette Kathlene Wamsley to Kargo Broadcasting for $41,325. Seller, who at time she applied for CP, was operation manager at KRGO(AM) West Valley City (Salt Lake City), was awarded CP June 24, 1983. She will have 10% interest in buyer. Buyer also includes Sherwin Brotman (45%), president and 45% owner of KRGO, and seller's father, Gene Guthrie (45%), general manager and 25% owner of KRGO. Brotman has app. pending for new FM at Denton, Tex., and his daughter has app. pending for new FM at Rockport, Tex. Action Aug. 29

■ KVEZ(FM) Smithfield, Utah (103.9, 3 kw)—Granted assignment of license from M and M Broadcasting Co. Inc. to Ronald Christner and others for $235,000. Seller is owned by Gregory Merrill (80%) and David J. Miller (20%). Merrill is associate with Chapman Associates. Miller is president of the Utah Broadcasters Association. They have no other broadcast interests. Buyer is limited partnership. Ronald Christner (55%), his brother, Daniel (7.5%), and Richard Cano (7.5%), are general partners. Ronald Christner professor of business administration at Loyola University, New Orleans, and real estate investor. Daniel Christner is announcer at WJBO(AM) Baton Rouge. Richard Cano is sales representative at KCEY(AM)-KMIX(FM) Turlock, Calif. Action Dec. 6.

Facilities changes

■ Broadcast actions released Sept. 23, 1983, ("For the Record," Oct. 3) inadvertently contained following item

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Vol. 106 No. 2

Broadcasting Jan 9

A year's worth of broadcast station and and cable system trading □ INTV prepares for L.A. □ "At Large" with David Gergen □

DBS ADDENDUM □ Amendments to applications that direct broadcast satellite proponents have filed at FCC contain some surprises. **PAGE 39.**

SURF BOARD □ NAB heads to Hawaii with deregulation and structures committee report topping board's agenda. **PAGE 41.**

VYING FOR WARNER □ Rupert Murdoch, Warner Communications and Chris-Craft are major participants in battle with control of Warner at stake. **PAGE 43.**

GENEVA BOUND □ U.S. prepares for WARC conference that will divide spectrum's high frequencies. **PAGE 44.**

FIRST CASUALTIES □ November sweeps take toll on syndicated product. *Rocker* and *Salute* are canceled with *Thicke* and *BreakAway* revamped in hopes of improvement. **PAGE 46.**

L.A. SHOW □ INTV convention gets larger and longer every year. Attendance expected to reach 900 for five-day event at Biltmore. Advance on latest product, agenda and exhibitors appears on **PAGES 51-66.**

CHANGING HANDS □ Station trading surpassed $2.8 billion in 1983. Cable sales passed $1 billion mark. **PAGE 71.** A rundown of VHF, UHF, AM, FM, AM-FM combination and cable sales. **PAGES 75-105.** Brokers see improved business climate as reason for boom year in sales. **PAGES 105-107.**

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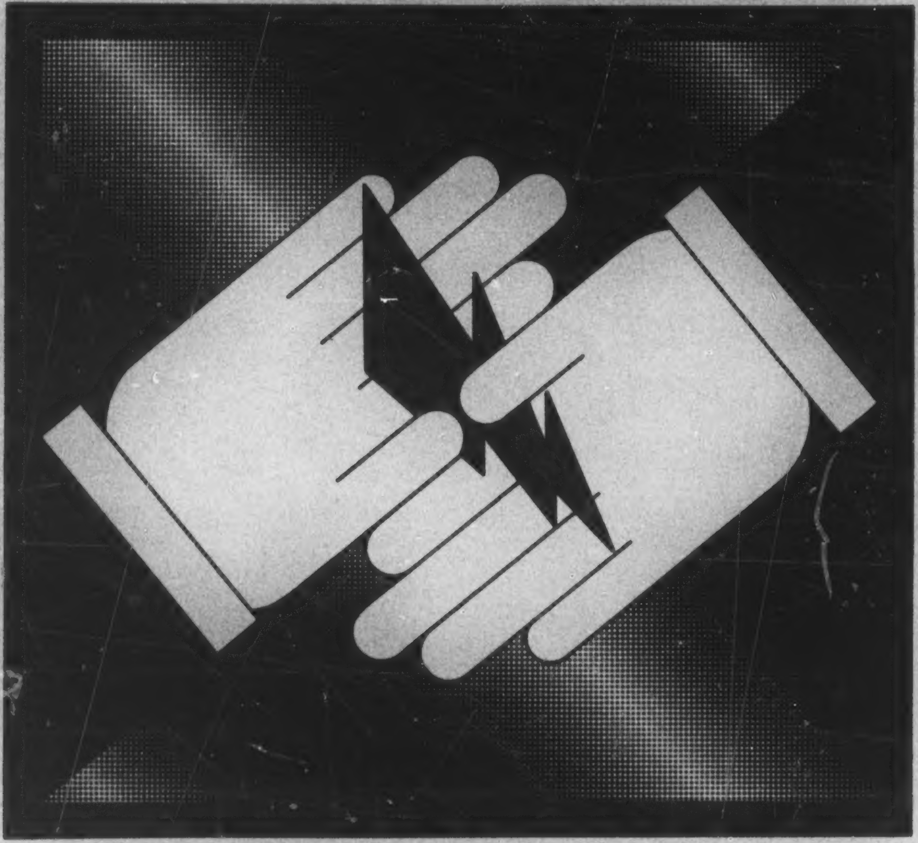

Changing Hands 1983

Radio-TV station sales top $2.8 billion; Cable system transactions hit $1 billion

In 1983, the 30th year in which BROADCASTING has summarized annual station trading activity, the number of dollars spent on FCC-approved sales of broadcast stations—$2,854,895,356—smashed all previous records. In fact, that total was greater than the three previous years combined.

The money spent for radio stations—$621,077,876—was more than ever before, and the total for television sales—$1,902,701,830—was greater than the five previous years added together.

Sales of cable TV systems also brought a number of brokers a record year. While figures for cable sales are not required to be reported to the FCC, estimates put the sales total for 1983 at more than $1 billion. Acquisitions made in 1983 pushed Tele-Communications Inc. into the number one MSO slot with its $242-million purchase of Liberty Communications and Liberty's 263,000 subscribers. TCI also bought the country's 22d MSO, Tele-Media (248,000 subscribers), for $185 million. TCI's total subscriber count at yearend was approximately 2.5 million.

Last year's two station group sales, A.H. Belo's $606-million purchase of the Corinthian group from Dun & Bradstreet and the Rockefeller Center Inc.'s $332-million purchase of Outlet Co., if excluded, leave the total dollar figure at $1,916,895,356, still a record. Also discounting Field Enterprises' divestiture of five TV's, General Electric Co.'s sale of 10 broadcast properties, and the $245-million sale of KTLA(TV) Los Angeles still leaves a record-setting $1,274,000,000 spent on the purchase of broadcast properties in one year. There were 669 radio sales in 1983, a 30-year high, and 61 television sales, also a new record.

The average price for a radio station last year was $928,368, a 15.9% increase over the 1980 record of $801,023. The components of that record setting figure were an average AM price of $508,754, not a record, but a 2.7% increase over the previous year, a slightly improved FM average price of

$1,280,305, also not a new high, and an AM-FM combination average price of $2,101,705, 25% greater than the year before.

There were 217 FCC-approved stand-alone AM station sales in 1983, one more than in 1982, but fewer than the 245 approved in 1981. The $508,754 average price indicates at least a temporary bottoming out of a 35% drop from the 1980 stand-alone AM price of $765,000.

The 156 stand-alone FM stations sold in 1983 are the most in at least three years, and a large increase over the 96 approved in 1981 and the 105 in 1982. The change in average price of those stations in recent years has mirrored that of stand-alone AM's, with FM's declining from a 1980 figure of $1,493,000, to $1,350,000 in 1981, to $1,255,361 in 1982 and then increasing to $1,280,305 last year, still 14% lower than in 1980.

The $2,101,705 value of an average AM-FM combination has climbed 83% from the 1980 price of $1,147,670. In 1981 it declined 8.8% to $1,046,501, and then rose 59.4% to $1,680,990 in 1982. The 147 AM-FM combinations sold were also the greatest in three years, just above the 138 in 1982 and the 139 sold the year before.

1983 was the year that the total dollar value of television sales since 1954—$5.45 billion—exceeded the total amount spent in those 30 years on radio properties, $5.15 billion. This tipping of the scales toward television was accomplished by the weighty $1,902,701,830 spent for television stations in 1983.

Excluding the $342-million record-setting purchase of KHOU(TV) Houston, and the $245-million purchase of KTLA(TV) Los Angeles, the average price of the 37 VHF sales in 1983 was $24,024,714, bettering by 37% the previous high set in 1980. Excluding once again the $136-million purchase of UHF WFLD-TV Chicago, the 21 UHF stations averaged a price of $11,366,800, a 21.8% increase over the previous high, also set in 1980. The average television station in 1983, not counting those three sales, fetched $20,339,672, a new record, and nearly doubled last year's average price of $12,047,016. Among major VHF station sales in 1983, 5% involved independents, 7% dual affiliates and the remainder, ABC affiliates (31%), CBS (25%) and NBC (32%). Of the UHF sales, two-thirds were independents, 15% were ABC affiliates, 15% CBS and 4% NBC.

The figures speak for themselves, but waiting to be heard from is an announced station group acquisition, subject to FCC approval, that could possibly make 1984 an even bigger year. Metromedia chairman, John W. Kluge, has announced plans for a leveraged buyout of the Secaucus, N.J.-based company, whose broadcast properties have been estimated to be worth near $1 billion (BROADCASTING, Dec. 12, 1983). Also possibly forthcoming in 1984 is the announced purchase of Miami-based soft drink bottler, MSO and group owner Wometco Enterprises (one FM and six TV's) by New York-based private investment banking firm Kohlberg Kravis Roberts & Co. (BROADCASTING, Sept. 26, 1983), the same firm that arranged the purchase of KTLA Los Angeles. Also on tap in 1984: Forward Communications, a Wausau, Wis.-based group of six television stations and 10 radio stations, announced an agreement to be acquired by William E. Simon, the former secretary of the treasury, and his partner, Raymond Chambers, for an estimated $87 million (BROADCASTING, Oct. 31, 1983).

In 1983, the record price for an FCC-approved purchase of a group owner was broken when A.H. Belo bought Corinthian Broadcasting's six TV stations—five V's and one U—for $606 million. The previous record, which had stood for four and a half years, was the $370-million merger between Gannett Co. and Combined Communica-

30 years of station transactions

	Dollar volume of transactions approved by FCC					Number of stations changing hands		
	Total	*Radio only*	*Comined Radio TV**	*TV*		*Radio only*	*Comined Radio TV**	*TV only*
1954	$ 60,344,130	$ 10,224,047	$ 26,213,323	$ 23,906,760	**1954**	187	18	27
1955	73,079,366	27,333,104	22,351,602	23,394,660	**1955**	242	11	29
1956	115,605,828	32,563,378	65,212,055	17,830,395	**1956**	316	24	21
1957	124,187,660	48,207,470	47,490,884	28,489,206	**1957**	357	28	38
1958	127,537,026	49,868,123	60,872,618	16,796,285	**1958**	407	17	23
1959	123,496,581	65,544,653	42,724,727	15,227,201	**1959**	436	15	21
1960	99,341,910	51,763,285	24,648,400	22,930,225	**1960**	345	10	21
1961	128,804,167	55,532,516	42,103,708	31,167,943	**1961**	282	13	24
1962	101,742,903	59,912,520	18,822,745	23,007,638	**1962**	306	8	16
1963	105,303,078	43,457,584	25.045,726	36,799,768	**1963**	305	3	16
1964	205,756,736	52,296,480	67,185,762	86,274,494	**1964**	430	20	36
1965	135,123,766	55,933,300	49,756,983	29,433,473	**1965**	389	15	32
1966	135,718,316	76,633,762	28,510,500	30,574,054	**1966**	367	11	31
1967	172,072,573	59,670,053	32,086,297	80,316,223	**1967**	316	9	30
1968	152,455,412	71,310,709	47,556,634	33,588,069	**1968**	316	9	20
1969	231,697,570	108,866,538	35,037,000	87,794,032	**1969**	343	5	32
1970	174,785,442	86,292,899	1,038,465	87,454,078	**1970**	268	3	19
1971	393,547,924	125,501,514	750,000**	267,296,410	**1971**	270	2**	27
1972	271,330,537	114,424,673	0	156,905,864	**1972**	239	0	37
1973	230,381,145	160,933,557	2,812,444	66,635,144	**1973**	352	4	25
1974	307,781,474	168,998,012	19,800,000	118,983,462	**1974**	369	5	24
1975	259,485,961	131,065,860	0	128,420,101	**1975**	363	0	22
1976	290,923,477	180,663,820	1,800,000	108,459,657	**1976**	413	3	32
1977	289,871,604	161,236,169	0	128,635,435	**1977**	344	0	25
1978	651,728,398	331,557,239	30,450,000	289,721,159	**1978**	586	5	51
1979	1,116,648,000	335,597,000	463,500,000	317,581,000	**1979**	546	52	47
1980	876,084,000	339,634,000	27,000,000	534,150,000	**1980**	424	3	35
1981	754,188,067	447,838,067	78,400,000	227,950,000	**1981**	625	6	24
1982	998,398,244	470,722,833	0	527,675,411	**1982**	597	0	30
1983	2,854,895,356	621,077,876	332,000,000	1,902,701,830	**1983**	669	10	61
Total	$11,562,316,651	$5,150,238,917	$1,593,169,833	$5,450,199,977	**Total**	10,406	NA	900

Note: Dollar volume figures represent total considerations reported for all transactions, with the exception of minority interest transfers in which control of the license did not change hands. All sales have been approved by the FCC. Also, prior to 1978, a combined AM-FM facility was counted as one station in computing the total number of stations traded.

* Prior to 1971 figures represent total number of deals involving both radio and television stations.
** Beginning in 1971, hen the FCC's "one-to-a-customer" rule, prohibiting the sale of co-located TV and radio stations, became effective, figures represent the total number of separately located TV and radio stations that were sold in packages.

tions Corp. in 1979. Corinthian's parent, New York-based Dun & Bradstreet, had acquired the group in 1971 in an exchange of stock valued at $137 million, and will keep Corinthian's cable systems in Virginia and North Carolina. Dallas-based Belo, headed by James M. Moroney Jr., president and CEO, owns *The Dallas Morning News*; seven community newspapers in the Dallas-Fort Worth area; a cable system in Clarksville, Tenn., and WFAA-AM-TV and KZEW(FM) Dallas. It also purchased KOA(AM)-KOAQ(FM) Denver. It sold WTVC(TV) Chattanooga; KFDM-TV Beaumont, Tex., and two of the stations purchased from Corinthian to comply with FCC multiple ownership rules. Those transactions—giving it two AM's, two FM's and five TV's—as well as the individual prices allocated to Corinthian's stations, are listed below.

Outlet Co., the Providence, R.I.-based owner of one AM, three FM's and five VHF's, was purchased this year for $332.1 million by Rockefeller Center Inc., making it the third largest FCC-approved deal for a group owner, behind the Corinthian purchase detailed above and the Combined-Gannett merger. The buyer, owned by trusts controlled by the descendants of John D. Rockefeller II, paid $68 per share for Outlet's 3.6 million outstanding shares. Outlet, headed by Bruce Sundlun, chairman, and David Henderson, president, sold WSNE-FM Taunton, Mass., subject to FCC approval, to comply with the FCC's "one-to-a-market" rule—it also owns WJAR-TV Providence (NBC, ch. 10)—because the Rockefeller purchase invalidated its grandfather clause ("Changing Hands," Dec. 5, 1983). It also purchased during the year WHFS(FM) Bethesda, Md. (Washington) (now WTKS[FM]) to complement its WTOP(AM) Washington (see below). Other Outlet stations are WCFX-TV Orlando, Fla. (CBS, ch. 6); WCMH-TV Columbus, Ohio (NBC, ch. 4); KSAT-TV San Antonio, Tex. (ABC, ch. 12); KOVR-TV Stockton-Sacramento, Calif. (ABC, ch. 13); WIOQ(FM) Philadelphia; WQRS-FM Detroit, and KIQQ(FM) Los Angeles.

Field Enterprises, the Chicago-based media conglomerate, continued the process of liquidating its five broadcast stations and its cable systems begun a year and a half ago (BROADCASTING, July 28, 1982). With its three approved station sales this year (see below) and the yet-to-be approved sale of WKBD-TV Detroit for $70 million to Cox Communications ("Changing Hands," May 23, 1983), Field has realized $276 million from the sale of its broadcast properties. For its fifth station, WKBS-TV Burlington, N.J. (Philadelphia), Field decided not to sell whole, but instead kept the plant, sold off some production equipment to the Providence Journal Co., and in an unusual move, returned the station's license to the FCC (BROADCASTING, July 25, 1983). The divestiture of all of Field's communications properties was completed with the sale of its California cable systems ("Changing Hands," Dec. 5, 1983).

General Electric Co. sold all of its eight radio properties and two of its three TV's. It will keep KOA-TV Denver. The divestment, announced more than a year ago ("In Brief," Nov. 22, 1982), was accomplished in six transactions totaling $121 million. The Fairfield, Conn.-based diversified manufacturer, with 1982 revenues of $28 billion, is the 16th ranked cable MSO.

Charter Co. sold its six remaining radio properties this year—the seventh station, WDRQ(FM) Detroit was sold a year ago ("Changing Hands," Nov. 1, 1982). Three of the stations went to Surrey Broadcasting, which was initially to have been the buyer of all six for $32 million—but which canceled that deal after an investor pulled out ("In Brief," Nov. 15, 1982). Instead, the Jacksonville, Fla.-based oil and insurance company's stations were sold in three separate transactions at a combined price of $30.9 million.

The following are summaries of all FCC-approved sales of $1 million or more consummated last year:

VHF

The record single station price was broken twice last year, the first by the purchase of Gene Autry's KTLA(TV) Los Angeles (ch. 5 independent) for $245 million by a group put together by the New York-based private investment banking firm of Kohlberg Kravis Roberts & Co. (BROADCASTING, April 4, 1983). That price, which exceeded the previous record of $220 million, paid the year before for WCVB-TV Boston (BROADCASTING April 5, 1982), was topped eight months later by the $342 million paid by A.H. Belo Corp. for Corinthian's KHOU(TV) Houston (CBS, ch. 11).

In the KTLA(TV) deal, general partners of the buyer included seven members of the station's management, including Anthony B. Cassara, the president of the seller, the television division of Golden West Broadcasters. Included in the purchase were Golden West Productions, Golden West Videotape and Golden West Subscription TV of Dallas. Under the terms of the deal, Autry retained ownership of KTLA's studios on Sunset Boulevard. Kohlberg Kravis Roberts & Co., founded in 1976 by former partners in the Wall Street investment banking firm of Bear Stearns & Co., has more recently engineered a proposed leveraged buyout of Wometco Enterprises, the Miami-based station group with vending and entertainment holdings (BROADCASTING, Sept. 26, 1983).

Next in price among this year's VHF transactions was the $97-million price tag attached to Corinthian's WISH-TV Indianapolis (CBS, ch. 8). WISH-TV and WANE-TV Fort Wayne (CBS, ch. 15), the only UHF among the Corinthian group, were spun off to LIN Broadcasting at a combined price of $104.9 million.

Joe L. Allbritton, real estate investor, banker and group owner, bought KATV(TV) Little Rock, Ark. (ABC, ch. 7), and KTUL-TV Tulsa, Okla. (ABC, ch. 8), for $80 million. James Leake, seller of the two stations, also owns 80% of WSTE(TV) Fajardo, P.R. Allbritton also owns WSET-TV Lynchburg, Va.; WCIV(TV) Charleston, S.C., and WJLA-TV Washington. He sold KRKR(AM)-KFKF(FM)

November 28, 1983

NBC Radio

has completed the acquisition of the assets of radio station

WJIB
Boston, Mass.

from

General Electric Broadcasting Co., Inc.

The undersigned assisted
General Electric Broadcasting Co., Inc. in this transaction.

THE
TED HEPBURN
COMPANY Cincinnati

Golden West gold. A prime example of escalating station trading prices in 1983 was the $245-million sale of independent KTLA(TV) Los Angeles by Golden West Broadcasters to Golden West Television Acquisition Co., a new corporation formed by Kohlberg Kravis Roberts & Co. At the closing last spring (l-r): Gene Autry, chairman and 50.1% owner of Golden West Broadcasters; Anthony Cassara, Golden West Television division president, and George Roberts, general partner in the new owner of KTLA.

Kansas City, Kan. (see below).

The Belo purchase (see above) included $78.1 million for KXTV(TV) Sacramento, Calif. (CBS, ch. 10).

Metromedia, which made headlines at the end of the year with the proposal by its chairman, John Kluge, and other officers to take the company private (see above), sold WTCN-TV Minneapolis (NBC, ch. 11) to Gannett Co. for $75 million to help raise money for the $136-million purchase of WFLD-TV Chicago (see below).

Gannett, a Rochester, N.Y.-based newspaper publisher, outdoor advertising company and group owner, whose broadcasting division is headed by J.B. Davidson, president, sold KARK-TV Little Rock, Ark.(NBC, ch. 4), to a group of seven buyers for $25 million. The buyers included David Jones, president and general manager of the station, and Karl Eller, former president of group owner Combined Communications, which merged into Gannett in 1979. Eller is also chairman of Red River Resources Inc., a Tucson, Ariz.-based holding company, as well as a board member of both Turner Broadcasting System and the Corporation for Public Broadcasting.

Gannett bought one of the four Field stations sold, WLVI-TV Cambridge (Boston), Mass., and also sold WLKY-TV Louisville, Ky., and WPTA(TV) Fort Wayne, Ind. (see below). It now owns six AM's, seven FM's and six TV's.

In a swap plus cash deal, General Cinema Corp. exchanged WCIX-TV Miami (independent, ch. 6) for Taft Broadcasting's WGR-TV Buffalo (NBC, ch. 2), plus $70 million. General Cinema, a Boston-based soft drink bottler and movie theater owner, also sold WIFI(FM) Philadelphia (see below) and owns 80% of WHUE-AM-FM Boston (the other 20% is owned by Alexander M. Tanger, president of GC's broadcast division). Taft is a publicly traded, Cincinnati-based group owner, program syndicator and television production company, headed by Charles S. Mecham Jr., chairman and CEO. It also owns five AM's, six FM's and seven TV's and is a joint partner with TCI in 14 cable systems. It has also bought, subject to FCC approval, KEX(AM)-KQFM(FM) Portland, Ore. for $8 million ("Changing Hands," Nov. 28, 1983), and recently announced plans to spin off its domestic theme parks division for $167.5 million, to increase its liquid cash reserves in anticipation of FCC liberalizing of multiple ownership rules ("In Brief," Jan. 2).

In one of a number of leveraged buy-outs that were approved last year, the four remaining stations of Ziff Davis Broadcasting were purchased for $57 million. The general partners in the group buying WRDW-TV Augusta, Ga. (CBS, ch. 12); WEYI-TV Saginaw, Mich. (CBS, ch. 25); WROC-TV Rochester, N.Y. (NBC, ch. 8), and WTOV-TV Steubenville, Ohio (NBC, 9), were Martin Pompadour, former Ziff Corp. president; Ralph Becker, former president of its broadcasting division, and Elliot Stein Jr., New York personal investment counselor

John Blair Co. paid $55 million cash for WKAQ-TV San Juan, P.R. (ch. 2). The station's seller was headed by the widow of Angel Ramos, founder of the San Juan daily newspaper, *El Mundo*. It will keep co-located WKAQ-AM-FM. Blair, a publicly owned and New York-based printing and station representative company, also bought KVIL-AM-FM Dallas and WIBC(AM)-WNAP(FM) Indianapolis for $50 million (see below), and owns four AM's, four FM's and four TV's.

For the third year in a row Santa Ana, Calif.-based Freedom Newspapers was a buyer in a TV transaction. This year it purchased WTVC(TV) Chattanooga (ABC, ch. 9) and KFDM-TV Beaumont, Tex. (CBS, ch. 6), from Belo Broadcasting for $49 million. Belo sold the Beaumont station to make room for KHOU-TV Houston, included in its Corinthian purchase.

The Corinthian station deal also comprised KOTV(TV) Tulsa, Okla. (CBS, ch. 6), for $41 million, and WVEC-TV Hampton (Norfolk), Va. (ABC, ch. 13), $40 million, both bought by Belo.

Knight-Ridder bought one of the GE properties, WGNE(TV) Nashville (ABC, ch. 2), for $37 million. The Miami-based newspaper publisher also owns five TV's, and is a partner in cable systems with Times Mirror Co. and Tele-Communications Inc.

In another leveraged buyout, General Electric's WRGB(TV) Schenectady, N.Y. (CBS, ch. 6), went for $35 million to Unicom, made up of John D. Backe, former CBS president and president and co-owner of the television production company, Tomorrow Entertainment Inc., and a New York investment firm, Forstmann Little & Co.

WOTV(TV) Grand Rapids, Mich., the last television station in the Time-Life Broadcast Group, was sold to LIN Broadcasting Corp. for $32 million. LIN, a New York-based broadcaster, cellular radio common carrier and specialty publisher, also purchased WISH-TV Indianapolis and WANE-TV Fort Wayne (see above) raising its broadcast holdings to five AM/FM combinations and seven TV's.

Delores La Vigne, Winston B. Linam, and other stockholders sold KSLA-TV Shreveport, La. (CBS, ch. 12), to Viacom International in a tax-free stock swap valued at $32 million. They had bought the stations in 1976 for $2,823,600. New York-based Viacom, headed by Ralph M. Baruch, chairman, is a cable MSO, production and syndication company and group owner, which also acquired WHEC-TV Rochester, N.Y. (CBS, ch. 10) from Broadcast Enterprises National Inc. for $24.5 million plus Viacom's KDIA(AM) Oakland, Calif., and WDIA(AM) Memphis. Broadcast Enterprises, based in Philadelphia and majority owned by Ragan A. Henry, now owns six AM's and two FM's. Viacom now owns one AM, five FM's and four TV's.

Frank L. Beam, former owner of a Chicago-based advertising company, made his initial broadcasting purchase last year, buying three stations for $25 million: KYEL-TV Yuma, Ariz. (CBS, NBC, ch. 13); WDAM-TV Laurel-Hattiesburg, Miss., (NBC, ch. 7), and WCFT-TV Tuscaloosa, Ala. (CBS, ch. 33). The seller was a group headed by Sy A. Rosenbaum.

Stephen Adams, a Minneapolis-based banker, who was involved in five FCC-approved transactions in 1983, bought WILX-TV Onondaga (Lansing), Mich. (NBC, ch. 10), for $20.5 million from Figgie International Inc., a Willoughby, Ohio-based maker of recreation and safety equipment, which bought the station five years ago for $12 million (BROADCASTING, Oct. 23, 1978). Last year Adams also bought WTWN(AM)-WLAV(FM) Grand Rapids, Mich.; WRTH(AM) Wood River, Ill., and KEZK(FM) St. Louis (see below). He also owns WGTU(TV) Traverse City and its satellite WGRQ(TV) Sault Ste. Marie, both Michigan, which he bought in 1982. Adams also bought, subject to FCC approval, KAUZ-TV Wichita Falls, Tex. ("Changing Hands," Aug. 1, 1983), and WWLP(TV) Springfield, Mass.; WKEF(TV) Dayton, Ohio, and KSTU(TV) Salt Lake City for $47.3 million. When approved by the FCC, those purchases will bring his broadcast holdings to two AM's, two FM's and seven TV's.

Adams sold KIVA-TV Farmington, N.M. (NBC, ch. 12) for $2.35 million to St. Paul-based Hubbard Broadcasting. Hubbard, headed by founder, chairman and CEO, Stanley E. Hubbard, also bought, subject to FCC approval, KSWS-TV Roswell, N.M., and now owns three AM's, two FM's and four TV's.

Jackson, Miss.-based Capitol Broadcasting Co. sold WJTV(VT) Jackson (CBS, ch. 12) to News-Gazette Co. for $19 million. News Gazette, majority owned by David R. Bradley Sr. and family, is the publisher of St. Joseph, Mo.'s two daily newspapers, and the owner of WSAV-TV Savannah, Ga., and KAAL(TV) Austin, Minn.

The first of Liberty Communications Inc.'s six TV's which new owner, TCI, divested was KEZI-TV Eugene, Ore. (ch. 9, ABC), which went for approximately $18 million to Carolyn S. Chambers, Liberty's former vice president and treasurer. Chambers, who also controlled 17.7% of Liberty's shares, owns four cable systems in Washington state and California. Liberty has also sold, subject to FCC approval KDFW-TV Dallas ("In Brief," Nov. 7).

Capitol also sold KKTV(TV) Colorado Springs (CBS, ch. 11), for $15.5 million to Barry Ackerley, who owns a Seattle-based outdoor and airport advertising firm. Ackerly also bought KPWR-TV Bakersfield, Calif. (see below). He now owns three TV stations. Capitol also sold WSLI(AM)-WXLY(FM) Jackson (see below) and also owns KNAZ-TV Flagstaff, Ariz.

Aaron Henry, chairman of TV-3 Inc., licensee of WLBT-TV Jackson and WLBM-TV Meridian, both Mississippi, and Charles L. Young, president, increased their holdings in the stations and brought in new investors. Eighty-four percent of the stations changed hands for $12,765,000. Among the new investors were Buford Television (25.4%) which also owns KLTV-TV Tyler and KTRE-TV Lufkin, both Texas, and KTMA-TV Minneapolis. In addition, it has cable holdings and a 20% interest in a subscription TV company, Home Entertainment Network Inc. Another investor, Interfirst Venture Corp. (10.9%), is a subsidiary of InterFirst Bank, Dallas.

Gene Reischman and family, owners of a Roswell, N.M.-based retail bakery, bought KCBD-TV Lubbock, Tex., and its satellite KSWS-TV Roswell, N.M., for $10.75 million from State-Record Co., a Columbia, S.C.-based newspaper publisher. The Reischmans already own co-located KBIM-TV, and so are spinning off KSWS-TV, subject to FCC approval, to Hubbard Broadcasting.

State-Record also sold its only other broadcast property, WCBD-TV Charleston, S.C. (ABC, ch. 2), to Media General for $8 million. Media General is a publicly traded, Richmond, Va.-based newspaper publisher, MSO, broadcast service company and owner of WXFL-TV Tampa, and WJKS Jacksonville, both Florida.

Alfred T. Burke, who owns soft drink bottling franchises in Louisiana, bought KCYU-TV Cheyenne, Wyo. (CBS/ABC, ch. 5); KSTF(TV) Scottsbluff, Neb. (CBS/ABC, ch. 10), and KTSV(TV) Sterling, Colo. (CBS/ABC, ch. 3), for $9.7 million. Seller, Lamb Enterprises, headed by Edward Lamb, chairman, also owns WICU-TV Erie, Pa.

Burke also bought KGNS-TV Laredo, Tex., from T. Frank Smith Jr. for $3 million. Smith also owns KRIS-TV Corpus Christi, Tex. Burke owns 30% of the buyer of KBIL-FM San Angelo, Tex. (see below), and is part owner of two Michigan TV stations (see above).

In another swap and cash deal, St. Louis-based Pulitzer Publishing Co. exchanged KSDK-TV St. Louis (NBC, ch.5), for Multimedia's WFBC-TV Greenville, S.C. (NBC, ch. 4), WXII-TV Winston-Salem, N.C. (NBC, ch. 12), and $9 million. Pulitzer, owner of *The Arizona Daily Star* (Tucson) and the *St. Louis Post Dispatch*, now owns KTAR(AM)-KKLT(FM) Phoenix and seven TV's. It also bought WLKY-TV Louisville, Ky., and WPTA(TV) Fort Wayne, Ind. (see below). Greenville, S.C.-based Multimedia, a newspaper publisher, MSO, producer and syndicator of *Donahue* and other programs, also owns six AM's, six FM's and five TV's.

Malrite Communications Group sold its WCTI(TV) New Bern (Greenville), N.C. (ABC, ch. 12), to Heritage Broadcasting for $9 million. Cleveland-based Malrite, which bought WXIX-TV Newport, Ky. (Cincinnati) (see below), now owns six AM's, seven FM's and three TV's. It also bought WVNJ-FM Newark, N.J. (see below). The buyer, a subsidiary of a Detroit-based construction company, is owned by Mario Iacobelli (80%) and Richard Smith (20%). Smith is also an applicant for 39 low-power television stations.

WSIL-TV Harrisburg, Ill., and KPOB-TV Poplar Bluff, Mo., were bought by Mel Wheeler for $6.6 million. Wheeler also owns WDNT(AM) Denton and KDNG(FM) Gainesville, both Texas, and WSLC(AM)-WSLQ(FM) Roanoke, Va. He sold KSRD(FM) Seward (Lincoln), Neb. ("Changing Hands," Dec. 12, 1983).

WBKO(TV) Bowling Green, Ky. (ABC, ch. 13), was sold to Benedek Broadcasting by Bluegrass Media Inc. for $4 million. Richard Benedek, owner of the buyer, also was a half buyer of WYTV(TV) Youngstown, Ohio (see below), and is majority owner of WTAP-TV Parkersburg, W.Va.

W.M. Moore Jr., an Abilene, Tex.-based advertising executive, bought KTXS-TV Sweetwater (Abilene), Tex., (ABC ch. 12) for $3.5 million from Prima Inc., headed by Charles Woods. Prima also owns KLBK-TV Lubbock, Tex.

Senator William L. Armstrong (R-Colo.), bought KPVI(TV) Pocatello, Idaho (ABC, ch.

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6) for $3.2 million. He also owns KEZW(AM) Denver.

UHF

The first of the Field station sales to be approved in 1983 was the $136-million sale of WFLD-TV Chicago (ch. 32) to Metromedia. To make room for the purchase, the Secaucus, N.J.-based Metromedia sold WXIX-TV Newport, Ky. (Cincinnati) (ch. 19) to Malrite Communications Group for $45 million, and also sold WMET(FM) Chicago (see below). It also sold WTCN-TV Minneapolis (see above), to raise additional money for its Chicago buy.

Malrite has filed for an initial public stock offering to raise money for its WXIX-TV purchase. It has also sold WCTI(TV) New Bern, N.C. (see above) and bought WVNJ-FM Newark, N.J. (see below).

Metromedia's deals left an opening in its station portfolio which was filled by the purchase of KNBN-TV Dallas (ch. 33) from National Business Network Inc. for $14.9 million. One of the principals of NBN, Nolanda Hill, headed a group purchasing WSMW-TV Worcester, Mass. (see below). The FCC granted Metromedia permission to hang onto co-located KRLD(AM), spoiling the plans of CBS, which had hoped to buy the radio station and sold its WEEI(AM) Boston (see below) in anticipation of the purchase (BROADCASTING, Nov. 14, 1983).

The second FCC-approved Field station sale during the year was that of WLVI-TV Cambridge, Mass. (ch. 56) to Gannett Co. for $47 million. Gannett earlier bought WTCN-TV Minneapolis and sold KARK-TV Little Rock, Ark. (see above). It sold WLKY-TV Louisville, Ky. (ABC, ch. 32), to Pulitzer Publishing Co. for $15.4 million, in a deal that also included WPTA(TV) Fort Wayne, Ind. (ABC, ch. 21), valued at $8.8 million.

The last of Field's licenses to be sold was KBHK-TV San Francisco (ch. 44), which went to United Television Inc. for $23 million. United is a publicly held company, majority owned by Chris-Craft Industries. The two companies, which have begun cooperative purchasing and programing activities, own between them six TV's.

Tribune Broadcasting Co. bought WANX-TV Atlanta from Continental Broadcasting Co. for $32 million. Continental is a subsidiary of Christian Broadcasting Network Inc., headed by president and host M.G. (Pat) Robertson. It also owns WXNE-TV Boston; KXTX-TV Dallas, and WXRI(FM) Norfolk and WYAH-TV Portsmouth, both Virginia. Tribune Broadcasting is a subsidiary of Chicago-based Tribune Co., which also owns the *Chicago Tribune*, New York *Daily News*, Independent Network News, Chicago Cubs baseball team and cable systems. Headed by James C. Dowdle, president, the broadcast group now owns three AM's, two FM's and five TV's.

Tribune Co. also bought WGNO-TV New Orleans (ch. 26) for $21 million from General Media Corp., which had previously sold an 80% interest in KGMC(TV) Oklahoma City (see below). In 1983 Tribune made the first public offering of its stock, in part to help pay for its New Orleans and Atlanta purchases ("In Brief," Aug. 29, 1983).

San Joaquin Communications Corp. sold KSEE(TV) Fresno, Calif. (NBC, ch. 24) to Meredith Corp. for $17,611,230. San Joaquin, a group of 15 stockholders, primarily local businessman and ranchers, had paid $13.5 million for the stations four years earlier. The sum was part of a settlement agreement with then licensee, McClatchy Newspapers, which had tired of a five-year license renewal contest in which San Joaquin was the competing applicant (BROADCASTING, Nov. 12, 1979).

Meredith also bought out the other owners of WOFL(TV) Orlando, Fla., for $16 million—it already owned 40%. The Des Moines, Iowa-based group owner of *Better Homes & Garden* and other magazines, printer, and book publisher also sold WOW(AM)-KEZO(FM) Omaha, in separate sales, and KCMO(AM)-KCEZ(FM) Kansas City, Mo. (see below). It now owns WGST(AM)-WPCH(FM) Atlanta and seven TV's.

The Blade Co. bought WDRB-TV Louisville, Ky. (ch. 41) for $10 million from Cowles Media Co. A Minneapolis-based newspaper publisher with cable interests, Cowles owns no other broadcast properties. The Toledo, Ohio-based newspaper publisher and MSO, Blade Co., also owns WLIO(TV) Lima, Ohio, and WLFI-TV Lafayette, Ind. It has sold, subject to FCC approval, WTKN(AM)-WWSW-FM Pittsburgh ("In Brief," Sept. 26, 1983).

Waltham, Mass.-based MSO and electronics manufacturer Adams Russell Co. sold its only broadcast property, WYTV(TV) Youngstown, Ohio, to A. Richard Benedek and Robert L. Dudley for $8.8 million. Benedek also bought WBKO(TV) Bowling Green, Ky., and is majority owner of WTAP-TV Parkersburg, W.Va. Dudley, who is vice president in charge of finance at Avery Knodel, New York-based station representative, also had an interest in the seller of KLBK(TV) Lubbock and KTXS-TV Sweetwater, both Texas (see above).

Brothers Melvin, Fred and Herbert Simon sold WSMW-TV Worcester, Mass. (ch. 27) for $8 million to a group headed by Nolanda Hill, president, who had a 40% interest in the seller of KNBN-TV Dallas (see above). The Simons have a minority interest in a construction permit for WSMK(TV) Indianapolis.

Ted Baze, vice president and general manager of KGMC(TV) Oklahoma City (ch. 34), bought 80% of the station from General Media Corp., a group of 80 stockholders headed by Earl W. Hickerson, for a reported $5.2 million in March. He then sold 85% of the station, keeping the remaining 15%, to Beverly Hills Hotel Corp. for $7 million. Beverly Hills is headed by New York financier, Ivan Boesky, who has been negotiating to buy WFBT-TV Minneapolis ("Closed Circuit," Dec. 12, 1983).

George N. Gillett Jr., who has bought, subject to FCC approval, Appleton, Wis.-based group owner Post Corp. ("In Brief," Sept. 12), sold KPWR-TV Bakersfield, Calif. (CBS, ch. 17), for $6.3 million to Barry Ackerley, owner of a Seattle, Wash.-based outdoor and airport advertising company. Ackerley earlier in the year bought KKTV(TV) Colorado Springs (see above).

Orion Broadcast Group Inc. bought WQRF-TV Rockford, Ill. (ch. 39) for $4 million. Orion, a publicly owned, and Denver-based company headed by Sam Matthews, president, owns satellite master antenna television systems in Denver.

Wooster, Ohio,-based newspaper publisher and group owner Albert V. Dix and family bought KCBJ-TV Columbia, Mo. (ABC, ch. 17), for $3.3 million. They now own four AM's, four FM's and two TV's.

Nonprofit Jacksonville State University Communications Foundation Inc. purchased WHMA-TV Anniston, Ala. (CBS, ch. 40) for $2.9 million from a group majority owned by newspaper publisher, H. Brandt Ayers, and his sister, Elsie Ayers Sanguinetti. It also owns noncommercial WLJS-FM Jacksonville, Ala., but plans to continue WHMA-TV as a commercial station.

Missionary Radio Evangelism sold its 80% ownership of KCIK(TV) El Paso (ch. 14) to the Catholic DeRance Foundation for assumption of $2 million in liabilities, after turning down an offer of $3.5 million from a buyer who could not assure it would have a religious format. DeRance had purchased the other 20% the year before for $600,000 ("Changing Hands," June 14, 1982). Harry G. John, who has a controlling interest in the DeRance Foundation, also has an interest in KCFM(FM) Florissant, Mo., and KBSA-TV Guasti (Los Angeles), Calif.

York, Pa.-based group owner Susquehanna Broadcasting Co., whose deal to sell WSBA-TV York (CBS, ch. 43), in 1982 for $2.45 million fell through, sold the station last year for $2 million. The buyer was a group of limited and general partners headed by Cary W. Jones, who is president and part owner of KTRV(TV) Nampa, Idaho.

Roy Hess, principal owner of WPMI(TV) Mobile, Ala., and David Smith, vice president of a Southwick, Mass., radio and TV station equipment company, Comark Industries Inc., bought WRIP-TV Chattanooga (ch. 61) for $1.5 million and a $500,000 consultancy agreement.

WBLN(TV) Bloomington, Ill. (ch. 43) was sold for $1,907,000 to group of 26 Illinois investors, headed by Paul Misch, a Bloomington-based attorney. None of the investors had other broadcast interests.

Claude W. Bowers, half owner of WIYE(TV) Leesburg, Fla. (ch. 55), headed a group of five equal partners who bought the other 50% for $1.45 million.

Byron H. Lasky, 49.8% owner of WTTO(TV) Birmingham, Ala. (ch. 21), bought the other 50.2% of the station for $1 million. Lasky also owns 80% of KNXV-TV Phoenix and 20% of WCGV-TV Milwaukee.

FM

KIOI(FM) San Francisco, the last property belonging to Charter Co., was sold for $12.4 million to Price Communications. Charter also sold KCBQ-AM-FM San Diego, KYKY(FM) St. Louis, WOKY(AM) Milwaukee and WMIL(FM) Waukesha, Wis. (see below). The buyer is a publicly traded and New York-based company headed by Robert Price, president. It owns WOWO(AM) Fort Wayne, Ind., and also bought WIRK-AM-FM West

Palm Beach, Fla. (see below).

Three of Charter's other stations, KYKY(FM) St. Louis, WOKY(AM) Milwaukee and WMIL(FM) Waukesha, Wis., were sold earlier for $10 million to Surrey Broadcasting, which then sold both Wisconsin stations for $4,075,000 (see below). Surrey, headed by Kent Nichols, chairman, and Campbell Stuckeman, president, also owns KAIR(AM)-KJYK(FM) Tucson, Ariz., and KATT-AM-FM Oklahoma City.

Metromedia, in keeping with the FCC's crossownership rules, sold WMET(FM) Chicago to Doubleday Broadcasting Inc. for $9.5 million, while purchasing WFLD-TV Chicago (see above). It now owns seven AM's, six FM's and seven TV's. New York-based Doubleday, has sold, subject to FCC approval, KWK-AM-FM St. Louis ("Changing Hands," Nov. 7, 1983), after which it will own one AM and six FM's. Gary Stevens is president of the radio division.

Cox Communications bought WXFM(FM) Elmwood Park, Ill. (Chicago), for $9 million. Atlanta-based Cox, headed by Garner Anthony, chairman, is a publicly traded major station group owner and MSO. The purchase forced Cox, in keeping with the FCC's seven-station rule, to sell WLIF(FM) Baltimore to Island Broadcasting Co. for $5,750,000. Island is headed by Alan S. Beck, president and former general manager of WLIF, who also has an interest in WALK-AM-FM Patchogue, N.Y.

Herbert Salzman and three others sold WVNJ-FM Newark, N.J., to Cleveland-based Malrite Communications for $8.5 million. Sellers bought the station and co-located WVNJ(AM) in 1978 for $3.54 million. It also sold the AM for $3.2 million (see below). Malrite also bought WXIX-TV Cincinnati and sold WCTI(TV) New Bern, N.C. (see above).

NBC bought one of the General Electric stations, WJIB(FM) Boston, for $6.5 million. NBC also sold, subject to FCC approval, WRC(AM) Washington ("Changing Hands," Nov. 14, 1983) after which it will own three AM's, five FM's and five TV's.

GE also sold KFOG(FM) Walnut Creek (San Francisco), Calif., to Susquehanna Broadcasting Co. for $4.5 million. Susquehanna, a York, Pa.-based group owner, now owns six AM's, seven FM's and three cable systems. To keep the KFOG purchase from pushing its FM holdings over seven-station limit it sold WLQR(FM) Toledo, Ohio, for $3,275,000. Buyer is headed by Willard Schroeder, chairman. It also owns 80% of co-located WSPD(AM) and WOOD-AM-FM Grand Rapids, Mich.

KVOD(FM) Denver was sold for $6 million to Charlton H. Buckley, a San Francisco investor, who also bought KYTE(AM)-KRCK(FM) Portland, Ore. (see below).

Beasley Broadcast Group, bought WIFI-(FM) Philadelphia for $6 million from General Cinema Corp. Buyer, owned by George Beasley, is a Goldsboro, N.C.-based owner of six AM's, seven FM's and North Carolina cable systems. It also sold WKBX(AM)-WSGF(FM) Savannah, Ga. (see below). General Cinema owns 80% of WHUE-AM-FM Boston and WGRZ-TV Buffalo, N.Y., which it received, along with $70 million, in exchange for its WCIX-TV Miami (see above).

Root Communications, former Florida-based Coca-Cola bottler headed by Chapman S. Root, bought WVFM(FM) Lakeland, Fla., for $3.1 million. It also bought, WNDB(AM)-WWLV(FM) Daytona Beach, Fla. (see below).

Meredith Corp. sold KEZO(FM) Omaha for $2.95 million to a group principally owned by Bertram M. Lee and E.W. (Skip) Finley Jr. It also sold co-located WOW(AM) in a separate transaction (see below). Lee has an interest in WNEV-TV Boston. Finley, former president of Sheridan Broadcasting Network, and recently elected to the National Association of Broadcasters radio board (BROADCASTING Dec. 12, 1983), has an interest in WOL(AM) Washington. Meredith also sold KCMO(AM)-KCEZ(FM) Kansas City, Mo. (see below) and bought KSEE(TV) Fresno, Calif., and 60% of WOFL(TV) Orlando, Fla. (see above).

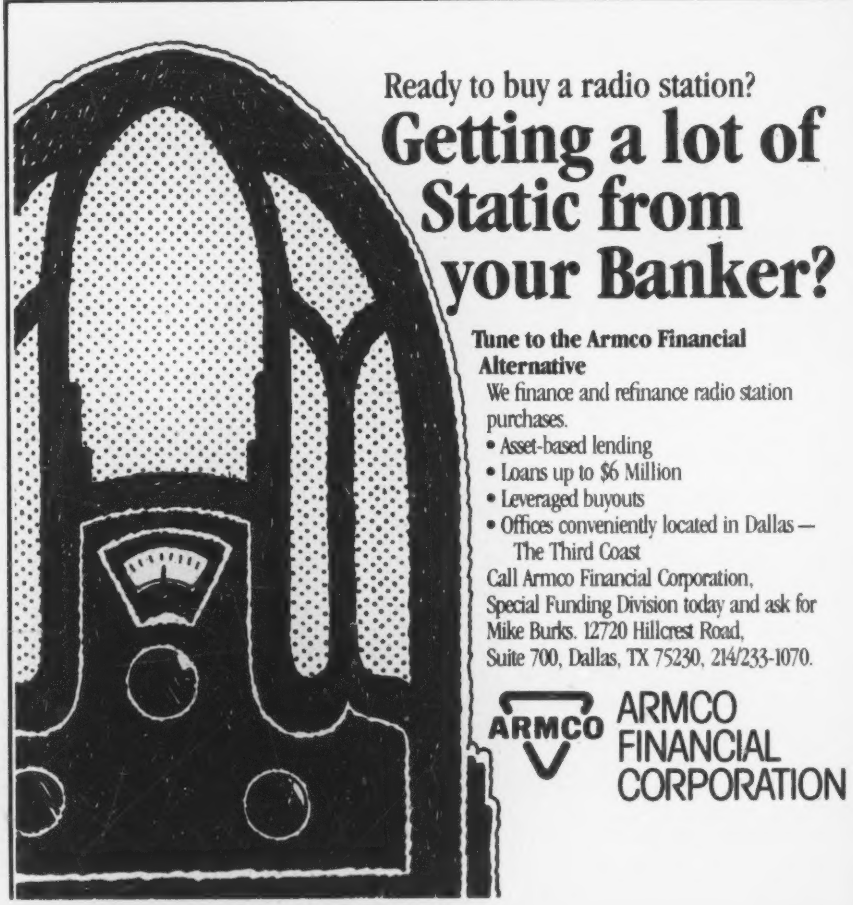
Nationwide Communications, Columbus, Ohio-based subsidiary of Nationwide Mutual Insurance Co., sold WSHH(FM) Pittsburgh to Tony Renda for $2.7 million. Renda also owns WIXZ(AM) McKeesport and WPXZ-AM-FM Punxsutawney, both Pennsylvania. Nationwide now owns three AM's, five FM's and three TV's.

Raymond I. Kandel, Los Angeles-based radio station consultant, sold KNDE(FM) Tucson, Ariz., to Rex Broadcasting Corp. for $2.65 million. He also sold co-located KTUC(AM) in a separate transaction ("Changing Hands," Oct. 31, 1983), and earlier in the year transferred his 60% interest in KHJS(AM)-KHYE(FM) Hemet and KONG-AM-FM Visalia, both California, to his daughter, Kandy Rohde, who now has full ownership. Rex, majority owned by James Sloane, also owns co-located KCUB(AM), KROD(AM)-KLAQ(FM) El Paso, and KRUX(FM) Lubbock, Tex.

WQLS(FM) (now WUSY[FM]) Cleveland, Tenn., was sold by Atlantic Broadcasting Co. Inc. to Colonial Broadcasting Co. Inc. for $2.21 million. Sellers A. Thomas Joyner and David Weil still own co-located WCLE(AM). They bought both stations two and half years ago for $1.3 million ("For the Record," June 15, 1981). Buyers Robert E., James K. and Thomas H. Lowder, brothers, also own WLWI(FM) Montgomery, Ala., and WOWW(FM) Pensacola, Fla.

Bill Lacy sold KXLS(FM) Alva (Enid), Okla., for $2.1 million to Larry E. Smalley, a jet pilot with no other broadcast interests.

Outlet Broadcasting, prior to being purchased by Rockefeller Center Inc. (see above), bought WHFS(FM) Bethesda, Md. (Washington) from High Fidelity Broadcasting Inc. for $2.1 million. Outlet also owns co-located WTOP(AM) Washington. Some of the principals of High Fidelity, including general manager Jacob Einstein and president Philip Margolius, also were principals of Cardinal Broadcast Associates, which bought WEAM(AM) Arlington, Va. (Washington) (see below). Other High Fidelity principals, including Marvin Rosenbloom, were part of group buying WNAV(AM)-WLOM(FM) Annapolis, Md. (see below). At the end of



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the year, Outlet announced the sale, subject to FCC approval, of WSNE-FM Taunton, Mass. ("Changing Hands," Dec. 5, 1983).

WFMR(FM) (formerly WXJY[FM]) Menomonee Falls, Wis., was sold by Darrel Peters to H. Stewart Corbettt Jr., Fred DeMatteis and Al Rogers for $2 million. Peters also owns WSEX(FM) Arlington Heights, Ill. Corbett and DeMatteis are former owners of WHHR(FM) Hilton Head, S.C., where Rogers was vice president and general manager.

Aylett B. Coleman bought WVOC-FM Columbus, Ga., from Bluegrass Broadcasting Co for $2 million. Coleman also owns WXLK(FM) Roanoke, Va. Bluegrass, headed by H. Hart Hagan, also owns WHOO-AM-FM Orlando, Fla.; WWSA(AM)-WCHY(FM) Savannah, Ga.; WVOK-AM-FM and WKYT-TV, all Lexington, Ky.

Lawrence K. Justice, a Boston radio personality with Westinghouse and RKO radio stations for the past 18 years, bought WCIB(FM) Falmouth, Mass., for $2 million. Seller was equally owned by Kenneth J. Patch and Robert A. Neuhoff and family. Neuhoffs also own Eastern Broadcasting Corp., Washington-based group owner of five AM's and five FM's.

ABC sold KGO-FM San Francisco for $5.5 million to Philip C. Davis, David Fowler and Bill Weaver, who also own KARM(AM)-KFIG(FM) Fresno, KLOK(AM) San Jose and KWIZ-AM-FM Santa Ana, all California. ABC now owns six AM's, six FM's and five TV's. It said the KGO-FM sale would allow it to pick up an "attractive" AM/FM combination.

Capitol Broadcasting Co. Inc., the Raleigh, N.C.-based group owner, bought KBEQ(FM) Kansas City, Mo., for $5.25 million from Mariner Communications which also sold WLW(AM) Cincinnati and WSKS(FM) Hamilton, Ohio (see below). Mariner, owned by 12 investors, is left with WITS(AM) Boston. Capitol also sold KMAC(AM) San Antonio, Tex., (see below) and now owns three AM's, six FM's and one TV.

Sconnix Group Broadcasting Inc. sold WCMF(FM) Rochester, N.Y., to Stoner Broadcasting System Inc. for $5.1 million. Laconia, N.H.-based Sconnix also bought KRKR(AM)-KFKF(FM) Kansas City, Kan., and sold WOCB(AM)-WSOX-FM West Yarmouth, Mass. (see below). It also owns WZZC(FM) East Moline, Ill.; WKZU(AM)-WLNH(FM) Laconia, and WTMA(AM)-WSSX(FM) Charleston, S.C.

Stoner also bought WAMX(FM) Ashland, Ky., for $1.75 million from a group headed by Dick Martin, which also owns co-located WCMI(AM). Stoner, a Des Moines, Iowa-based owner of five AM's and seven FM's, is headed by Thomas H. Stoner, chairman.

Stephen Adams, owner of Adams Communications Corp., bought KEZK(FM) St. Louis from Metroplex of Missouri for $6.2 million. Metroplex is a Cleveland-based group owner of one AM and four FM's. Adams also bought co-located WRTH(AM) Wood River, Ill. (St. Louis).

Ron Campbell, Houston-based real estate developer, bought KSLR(FM) San Antonio, Tex., for $4.1 million from Edward G. Atsinger III and his brother-in-law, Stuart Epperson. Sellers also sold co-located KUKA(AM) to make room for their purchase of KMAC(AM), also San Antonio (see below).

J.L. Moore, Bruce B. James and Allison R. Mercer sold KTWN-FM Anoka, Minn., to C.T. Robinson and William Moyes for $3.8 million. The sellers also own co-located KKKC(AM). Robinson and Moyes have a majority interest in KQEO(AM)-KZZX(FM) Albuquerque, N.M.; KVOR(AM)-KSPZ(FM) Colorado Springs, and KFYE(FM) Fresno, Calif. They have bought, subject to FCC approval, KRAB(FM) Seattle ("Changing Hands," June 27, 1983).

Broad Street Communications sold WYOR(FM) Coral Gables, Fla., to EZ Communications Inc. for $3.6 million. Broadstreet, headed by Richard L. Geismar, chairman, and primarily owned by the Meriden, Conn.-based diversified manufacturer, Insilco Corp., also sold, in separate transaction, co-located WVCG(AM) (see below). Buyer, owned by Arthur C. Keller and James L. Draper, also owns WEZB(FM) New Orleans, WEZC(FM) Charlotte, N.C.; WBZZ(FM) Pittsburgh, and WEZR(FM) Manassas and WEZS(FM) Richmond, both Virginia.

Jerry Atchley and Kerby Confer, who were half of equal-share partnership that owned KSSN(FM) Little Rock, bought out the other two partners, Paul Rothfuss and Jim Long, for $2,425,000. Atchley and Confer also bought WEZI(FM) (now WGKX[FM]) Memphis for $3.2 million from Harte-Hanks radio. Long is a principal in KQAM(AM)-KEYN(FM) Wichita, Kan. Rothfuss and Confer also are principals in WIZX(AM)-WIGL(FM) Orangeburg, S.C.; WJDX(AM)-WMSI(FM) Jackson, Miss.; WSSL(FM) Grey Court, S.C., and WGVL(AM) Greenville, S.C.

Harte-Hanks, San Antonio, Tex.-based newspaper publisher, and direct marketer, also sold KMJK(FM) Lake Oswego, Ore., for [illegible].2 million to a group of nine headed by Victor M. Ives, the general partner and the station's general manager. Harte-Hanks now owns five AM's, four FM's, and four TV's.

Thomas Embrescia, who bought WIFE(AM) Indianapolis (see below), was also majority owner of WFMR(FM) Milwaukee, which was sold for $3.2 million to Josephson International, a publicly owned and New York-based talent agency, office and furnishings planner and producer of *Captain Kangaroo*, which now owns three AM's and four FM's.

Sam Beard, president and general manager of KLUR(FM) Wichita Falls, Tex., bought the station for $2 million from Carl Adams, who is also a two-thirds owner of KNCY-AM-FM Nebraska City, Neb., and votes the trust of his daughter, which owns WHAP(AM) Hopewell, Va.

Carl J. Marcocci and his wife, Betty, bought WKTM(FM) Jacksonville, Fla., from KTM Broadcasting Inc. for $2 million. Marcocci was the owner of WAZE(AM) Clearwater, Fla., which he sold in 1981. Seller, William G. Dudley III, retained ownership of co-located WKCN(AM).

Founders Communications, a venture capital group involved in mobile home manufacturing and oil and gas drilling, bought KFJZ(AM) Fort Worth for $2 million. Seller, Gerock H. Swanson, also owns WBYU(FM) New Orleans; KKNG(FM) Oklahoma City; KRMG(AM) Tulsa, Okla., and KKYX(AM) San Antonio, Tex.

WDJF(FM) Westport, Conn., was sold by Donald J. Flamm to Franz Allina and wife, Marcia, for $2 million. Flamm kept co-located WMMM(AM). Buyers sold KACY(AM) Port Hueneme and KACY(FM) Oxnard, both California (see below). They also own WBAB(FM) Babylon and WGBB(AM) Freeport, both New York.

Gary L. Acker and W.E. Moore, co-owners of KEPT(FM) Shreveport, La., sold the station for $1.85 million to equal partners, John N. Thomas, John R.L. Vaughn Jr. and Johnny L. Wooley, who own an oil and gas business in Longview, Tex. Acker and Moore bought the station in 1979 for $423,000 ("Changing Hands," May 7, 1979). Acker also owns KWAS(FM) Amarillo, KPAS(FM) Fabens, KFIX(FM) [CP] Laredo, all Texas; KRIZ(FM) Roswell, N.M., 50% of KLFJ(AM) Springfield, Mo., and 60% of WROS(AM) Jacksonville, Fla. He has sold, subject to FCC approval, KELP(AM) El Paso ("Changing Hands," Dec. 19, 1983).

KVMT(FM) Vail, Colo., was sold for $1.7 million to Richard H. Sucher, who also owns KKFM(FM) Colorado Springs and KRIX-FM Brownsvlle, Tex. Lee Lowenthal, president of seller, will retain his position with the new owner.

KBIL-FM San Angelo, Tex., was sold for $1.6 million to Dale E. Palmer and Alfred T. Burke. Palmer has interests in KZOM(FM) Orange and KOLE(AM) Port Arthur, both Texas, and has bought KBLU(AM)-KTTI(FM), both Yuma, Ariz. ("Changing Hands," June 6, 1983). Last year Burke also bought KYCU-TV Cheyenne, Wyo., and three other TV's (see above). Seller is William W. Jamar Jr., Brownwood, Tex.-based station broker, who also, along with wife, Jane, sold KBWD(AM)-KOXE(FM) Brownwood, Tex., (see below). They also have interest in KSNY-AM-FM Snyder, Tex.

Eight investors, headed by Henry D. Vara Jr., bought WRCC(FM) Cape Coral, Fla., for $1.55 million. Vara and five of the others also own WIZD(FM) Fort Pierce, Fla.

Leon Crosby bought KDOS(FM) Fremont, Calif., for $1.5 million from Robert L. Williams (85%) and James E. Coyle (15%), who bought the station five years ago for $500,000 ("For the Record," May 14, 1979). Sellers also own KCTY(AM)-KRAY-FM Salinas, Calif. Crosby also owns WFAT(TV) Johnstown, Pa., and has a one-third interest in a new UHF in Richardson, Tex.

KUIC(FM) Vacaville, Calif., was sold by the estate of Harvey Levin to Quick Broadcasting for $1.5 million. Buyers were Harry J. Benton, Colorado investor, and family; Shirley Fuchsberg, and others. Seller also sold KFAT(FM) Gilroy, Calif. ("Changing Hands," Jan. 17, 1983).

The Baltimore Radio Show sold WBKZ(FM) (now WWIN[FM]) Glen Burnie, Md., to the owners of WWIN(AM) Baltimore for $1.5 million. The seller also owns WFBR(AM) Baltimore and WOYK(AM) York, Pa.

Maurice Negrin and George Jacobson sold WOWD(FM) Tallahassee, Fla., for $1.47 million. The two had bought the station four years ago for $500,000 ("Changing Hands," Sept. 24, 1979). Negrin is also a principal in WMOE(AM) Alpharetta, Ga. Buyer, principally owned by Jim McCrudden, also owns WQPD(AM) Lakeland, Fla.; KJEZ(FM) Poplar

Bluff, Mo., and KTGR(AM)-KCMQ(FM) Columbia, Mo.

Arthur Astor, president and 20% owner of KIKF(FM) Garden Grove, Calif., bought out the other shareholders for $1.4 million. He also bought KTIM-AM-FM San Rafael, Calif. (see below), and is an applicant for the facilities of RKO General's KHJ(AM)-KRTH(FM) Los Angeles.

KWAO(FM) Sun City, Ariz., was bought for $1.25 million by Lawrence Mazursky and wife, Beverly, who also own KLFF(AM) Glendale, Ariz.

D. Garry Munson and Scott V. Christenson bought KABE(FM) Orem, Utah, from Morris J. Jones for $1.25 million. Munson and Christenson also own KSGR(AM)-KKPL(FM) Opportunity (Spokane), Wash. Munson is also president of KIEE(AM) Harrisonville, Mo.

G. David Gentling and son, Gregory D., sold KTYD(FM) Santa Barbara, Calif., to Robert C. Liggett Jr. and N.L. Bentson for $1,225,000. Gentlings are Rochester, Minn.-based group owners who now own five AM's and four FM's. Buyers now own six FM's and have sold their only AM, WLFF(AM) Cayce, S.C., subject to FCC approval. Bentson is one-third owner of Mid-continent Broadcasting Co., owner of three South Dakota TV's. He also is principal in WTSO(AM)-WZEE(FM) Madison, Wis., and various cable systems.

William Glassman and his wife, Sandra, bought WJHR(FM) Jackson, Tenn., from WHJR Inc. for $1.2 million. Glassman family interests also include co-located WDXI(AM), two other AM's and two FM's.

Jack Rich, an El Paso businessman with no other broadcast interests, bought KEZB(FM) El Paso for $1.2 million from Michelle A. Haston, principal owner of permittee of KVFM(FM) Ogden, Utah.

Fred Thompson sold KYFM(FM) Bartlesville, Okla., to Galen O. Gilbert for $1.1 million. Thompson, now a communications consultant in Bartlesville, also sold his other properties, KRSL-AM-FM Russell, Kan., ("Changing Hands," Nov. 21, 1983). In 1983 Gilbert sold KCOT(FM) La Mesa, Tex. ("Changing Hands," Jan. 10, 1983) and KSWM(AM)-KELE(FM) Aurora, Mo. ("For the Record," Jan. 17, 1983), and now owns five AM's and three FM's.

Samuel A. McMaster Jr., grain elevator owner in South Sioux City, Neb., bought KBCM(FM), Sioux City, Iowa, for $1,050,000.

T. Ray Moran sold KTEZ(FM) Lubbock, Tex., for $1,050,000. He is keeping co-located KJAA(TV) and also owns KJTV(TV) Amarillo, Tex. Buyer, Howard A. Kalmenson, now owns seven AM's and six FM's.

George M. Bakkee majority owner of KMND(AM) Midland, Tex., bought, along with same partners, co-located KNFM(FM) for $1,050,000. Seller, headed by Neal L. Spelce Jr., chairman, bought the station three years ago for $775,000 (BROADCASTING, Dec. 8, 1980). Seller also owns KIZZ-(AM)-KIXS(FM) Kileen, Tex., while Spelce also owns KTXZ(AM) West Lake Hills, Tex.

KDUV(FM) Brownsville, Tex., was sold for $1,019,000 to Jesse Johncox, John A. Parry, Michael T. Reichert and Charles A. Whatley. They also sold KTXI(FM) Mercedes, Tex. ("For the Record," Oct. 17, 1983). Parry also owns KFIM(FM) El Paso and WWZD(FM) Buena Vista, Va.

Among several previous licensees who ended up reacquiring stations were Dan L. Johnson and his father, Elwyn. They bought WPLP(AM) Pinella Park, Fla., for over $1 million from a court-appointed trustee. Dan Johnson also is 25% owner of WXCR(FM) Safety Harbor, Fla., and has an interest in a CP for TV in Lakeland, Fla.

AM

CBS/Broadcast Group sold WEEI(AM) Boston in anticipation of purchasing KRLD(AM) Dallas from Metromedia, which withdrew from the deal (see above). Buyer of WEEI was 93% owned by Helen J. Valerio, who with her family owns Papa Gino's fast food chain, which has more than 130 restaurants.

Gene Autry's Golden West Broadcasters sold KSFO(AM) San Francisco to Seattle-based King Broadcasting Co. for $6 million. King, principally owned by Dorothy S. Bullitt and family, also owns four AM's, four FM's and four TV's. It sold co-located KYA(AM) to Bonneville International Corp. for $3.5 million to make room for its purchase of KSFO, and also sold WRTH(AM) Wood River, Ill. (St. Louis) (see below). Bonneville, headed by Arch Madsen, president, is a subsidiary of Deseret Management Corp., owned by the Corporation of the

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President of the Church of Jesus Christ of Latter-Day Saints. It also is a television and radio program producer and half owner of a Logan, Utah, cable system. Bonneville now owns five AM's, seven FM's and two TV's.

Star-studded Western Broadcasting Corp. bought out the other shareholders with whom it established KRLA(AM) Pasadena, Calif. The transfer was part of a deal made in 1978, when all were competing applicants for the facility. The price paid by Leslie Townes (Bob) Hope, Art Linkletter and seven others for a 60% interest was $4,679,164.

Spanish Broadcasting System bought WVNJ(AM) Newark, N.J., for $3.2 million. Sellers Herbert L. Saltzman, Donald Softness and Ronald Wyman also sold co-located WVNJ-FM for $8.5 million in a separate transaction (see above). The two stations were purchased in 1978 for $3.45 million. Buyer is owned by Raol Alarcon, Adriano Garcia and Ralph Diaz, all of whom were broadcasters in pre-Castro Cuba.

James C. Nelly, former owner of KUJ(AM) Walla Walla, Wash., which he sold three years ago for $1.7 million (BROADCASTING, Dec. 15, 1980), bought KMO(AM) Tacoma, Wash., for $2 million. Seller, James L. Baine, bought the station for $700,000 (BROADCASTING, Aug. 22, 1977).

Obie Broadcasting Corp. sold KSPL(AM) Seattle for $1,909,824. Obie, majority owned by Brian B. Obie, had bought the station four years ago for $2.6 million (BROADCASTING, Nov. 23, 1979). Buying the station was a six-member group, some of whom also have an interest in KENI(AM) Anchorage, and KINY(AM) Juneau, bothAlaska. They are applying for new FM's in both communities. Obie Broadcasting also owns KUGN-AM-FM Eugene, Ore., and 90% of KMVI(AM) Wailuka, Maui, Hawaii.

Omaha Great Empire Broadcasting Inc., owned principally by F. Mike Lynch, bought WOW(AM) Omaha from Meredith Corp. for $1.9 million. It spun off co-located KYNN(AM) (see below) to make room for WOW. Seller, Meredith Corp., also sold co-located KEZO(FM) to a different buyer (see above). Buyer also owns co-located KYNN(FM), KFDI-AM-FM Wichita, Kan.; KWKH(AM-KROK(FM) Shreveport, La.; KTTS-AM-FM Springfield, Mo.; KBRQ-AM-FM Denver, and is an applicant for new AM at Council Bluffs, Iowa. Meredith also sold KCMO(AM)-KCEZ(FM) Kansas City (see below) and bought KSEE(TV) Fresno, Calif., and 60% of WOFL(TV) Orlando, Fla. (see above).

Denver-based developer, Jay C. Roulier, headed a group buying KKBB(AM) Aurora (Denver), Colo., from Leo Payne for $1.9 million. Payne, who is also an applicant for a new FM at Evergreen, Colo., will retain 2.8% interest.

One of the five broadcast properties purchased by Stephen Adams this year was WRTH(AM) Wood River, Ill., which he bought for $1.8 million from Seattle-based group owner, King Broadcasting. King bought KSFO(AM) San Francisco (see above).

William S. Halpern and Louis N. Seltzer, who own cable TV systems in Chester county, Pa., sold WCOJ(AM) Coatesville, Pa., to H.F. Lenfest for $1.8 million. Lenfest also owns Pennsylvania cable systems with 40,000 subscribers.

Statewide Broadcasting bought WVCG(AM) Coral Gables, Fla., from Broad Street Communications for $1.5 million. Broadstreet also sold, to a different buyer, co-located WYOR(FM) for $3.6 million (see above). Broad Street now owns three AM's and two FM's. Pompano Beach, Fla.-based Statewide, majority owned by Jordan E. Ginsburg and family, purchased five radio properties in its first six months. It has bought, subject to FCC approval, WAPE(AM) Jacksonville, Fla., and WCFL(FM) Chicago (see above). It also sold its two-thirds interest in WAVS(AM) Fort Lauderdale, Fla. ("For the Record," Aug. 1, 1983).

A newly formed, publicly held, Naples, Fla.-based radio and TV syndicator headed by Mary J. Arthur, president, bought WEXY(AM) for $1.5 million. Selling the station was James S. Beattie, who also owns WCVF(AM) Ococee, Fla.

Manning Slater, who bought KXYZ(AM) Houston from ABC in 1979 for $1.8 million, sold the station for $1.5 million to New York-based group owner Infinity Broadcasting Corp., which also owns 80% of WJIT(AM) New York. During the year Infinity also bought KCBQ-AM-FM San Diego (see below).

David Strassler, former chairman of UA Columbia Cablevision, and brother, Robert, purchased WARE(AM) Ware, Mass., for $1,275,000. Seller was principally owned by Allan W. Roberts, who is majority owner of WUHN(AM)-WUPE(FM) Pittsfield, Mass.

Thomas J. Embrescia, who sold WFMR(FM) Milwaukee (see above), bought a financially distressed WIFE(AM) Indianapolis for $50,000 plus assumption of a $1.25-million note. The station had been previously bought in May 1981 for $1.3 million.

John Swanson, Dallas-based investor, bought KOWL(AM) South Lake Tahoe, Calif., for $1.25 million. Sellers John B. Parker and wife, Kathleen, bought KTCR-AM-FM Minneapolis-St. Paul (see below) and also own KIKI(AM)-KMAI(FM) Honolulu.

KZHI(AM) Honolulu was sold for $1.2 million to James E. Quinn Jr. and son, Ronald K., who are San Diego-based investors.

Paul C. Major, account executive with WTVN-TV Columbus, Ohio, and Rand Smith, Columbus lawyer, were among the buyers of WTMP(AM) Tampa, Fla., for $1,083,420.

Kenneth A. Jonsson and family bought KQKK(FM) Manteca, Calif, from Jack L. McFadden Sr. and his wife, Virginia Jo, for $1,072,000. McFaddens are applicants for a new FM at Twain Harte, Calif. Jonssons also own KENZ(AM)-KROY(FM) Sacramento, Calif., and KROI(AM) Sparks, Nev.

Stuart W. Epperson and brother-in-law, Edward G. Attsinger III, were co-purchasers of KMAC(AM) San Antonio, Tex., for $1 million. The two sold co-located KUKA(AM) to make room for the purchase ("Changing Hands," Jan. 24, 1983), and later sold KSLR(FM) also San Antonio (see above). Selling KMAC was Raleigh, N.C,-based group owner, Capitol Broadcasting Co. Inc., which bought KBEQ(FM) Kansas City, Mo. (see above).

The Thoms family of Asheville, N.C., sold WEAM(AM) Arlington, Va., for $1 million to the principals of a group that earlier sold WHFS(FM) Bethesda, Md., to Outlet Co. (see above). Some of WHFS(FM) principals, including Marvin Rosenbloom, also purchased WNAV(AM)-WLOM(FM) Annapolis, Md. (see below). Thoms family also owns WCOG(AM) Greensboro and WKLM(AM) Wilmington, both North Carolina.

AM-FM Combinations

Fifty million dollars purchased KVIL-AM-FM Highland Park (Dallas), Tex., and WIBC(AM)-WNAP(FM) Indianapolis for John Blair & Co. from Fairbanks Broadcasting. Blair also bought WKAQ-TV San Juan, P.R., for $55 million (see above). Fairbanks, an Indianapolis-based group owner and MSO with 14,000 subscribers, earlier bought KCMO(AM)-KCEZ(FM) Kansas City, Mo. (see below). It now owns three AM's and three FM's.

Two of the stations General Electric sold in 1983 were KOA(AM)-KOAQ(FM) Denver, which went to A.H. Belo for $22 million. Belo owner of *The Dallas Morning News* and a Clarksville, Tenn., cable system also bought Corinthian Broadcast Group (see above). GE is keeping co-located KOA-TV as its sold broadcast property.

GE also sold WGY(AM)-WGFM(FM) Schenectady, N.Y., and WSIX-AM-FM Nashville for $16 million to Sky Corp. majority owned by Foster Management, a New York-based venture capital firm, headed by John Foster. Sky Corp. now owns six AM's and four FM's (see above).

Mariner Communications Inc., which bought WLW(AM) Cincinnati and WSKS(FM) Hamilton, Ohio, four years ago for $17 million (BROADCASTING Nov. 5, 1979), sold the two stations for $8,265,000 plus $2,249,000 noncompete agreement. Buying the stations was a group headed by Charles Murdock, former general manager of the stations and 10% owner of the group that originally sold them to Mariner. Mariner also sold KBEQ(FM) Kansas City, Mo. (see above), and still owns WITS(AM) Boston.

Columbia Pictures Radio Stations Inc., a subsidiary of the Coca-Cola Co., sold its last radio stations, WWVA(AM)-WCPI(FM) Wheeling, W. Va., for $8.8 million and KCPX-AM-FM Salt Lake City for $2.95 million, to John Price and family. The Price family now owns five AM's and five FM's, all bought within last four years.

KCBQ-AM-FM San Diego were the fourth and fifth Charter Co. stations to be sold in 1983. Buying the two for $8.5 million was New York-based group owner, Infinity Broadcasting, which also bought KXYZ(AM) Houston (see above). Infinity is headed by Michael A. Wiener, chairman, and now owns three AM's and six FM's.

KCMO(AM)-KCEZ(FM) Kansas City, Mo., was sold by Meredith Corp. to Fairbanks Broadcasting Co. for $8 million.

The Lindsay and Shaub families, who sold Lindsay-Shaub Newspapers Inc. to Lee Enterprises in 1979, liquidated their broadcast holdings this year. They sold WFRL(AM)-WXXQ(FM) Freeport and WSOY-AM-FM Decatur, both Illinois; and WLAP-AM-FM Lexington, Ky., for $8 million. C.R. Griggs, executive vice president of the seller was the buyer of the first two stations. Griggs joined with James D. McQuality, general manager of the Freeport stations, and Larry S. Ward, techincal supervisor of Freeport and Decatur stations, to buy the ton properties.

Robert Herpe, former board chairman of the National Radio Broadcasters Association, disposed of his radio properties: WSCR(AM) Hamden and WPLR(FM) New Haven, both Connecticut, and WHLY(FM) Leesburg, Fla., for $7.3 million. Buyer was headed by Michael Starr, general manager of WMOD-TV Melbourne, Fla., and his brother, Peter H. Starr. Brothers were former principals, with William F. Buckley, author and columnist, in Starr Broadcasting Group, which was merged into Shamrock Broadcasting Co.

Price Communications bought WIRK-AM-FM West Palm Beach, Fla., for $7 million. It also bought KIOI(FM) San Francisco (see above).

Stephen Adams bought WTWN(AM)-WLAV(FM) Grand Rapids, Mich., from Shepard Broadcasting Corp. for $5 million plus a $1.25 million noncompete agreement. Principal owner of the seller was John Shepard, who also owns 40% of a CP for a new TV on ch. 54 in Muskegon, Mich.

McCormick Communications sold WLKW-AM-FM Providence, R.I., to Jag Communications Inc. for $4.9 million. McCormick, which also owns WJYE(AM) Buffalo, N.Y., and WLPM(AM)-WFOG(FM) Suffolk, Va., is 10% owned by William M. McCormick, president; 90% by parent Tech/Ops Inc., a Boston-based, publicly traded manufacturer of medical instruments. Jag is majority owned by John Gambling, personality on WOR(AM) New York. It also bought WROW-AM-FM Albany, N.Y., from Capital Cities Communications for $3.2 million. Capital Cities is publicly traded, New York-based owner of six AM's, six FM's and six TV's. It also is newspaper and magazine publisher and MSO, headed by Tom Murphy, chairman.

O'Day Broadcasting Co. of Washington, debtor-in-possession, sold KXA(AM)-KYYX-(FM) Seattle for $5.5 million to Richard B. Pratt and Daniel D. Nelson, Seattle businessmen with no other broadcast interests. O'Day is headed by Robert R. Bingham, former general manager.

Bingham is also 48% owner of 27-member group buying KYAK(AM)-KGOT(FM) Anchorage and KIAK(AM)-KORZ(FM) Fairbanks, both Alaska, for $4.5 million. Two of sellers, Robert J. Brown and Martin J. Hamistra, also own KWYZ(AM) Everett, Wash.

Gaylord Broadcasting, headed by Edward L. Gaylord, chairman and president, sold KTYE(AM)-KLLB(FM) Portland, Ore., to Charlton H. Buckley for $3.75 million plus $750,000 noncompete agreement. Buckley is a San Francisco-based contractor, rancher and resort property owner, who also bought KVOD(FM) Denver (see above). Oklahoma City-based Gaylord, which publishes the *Oklahoma City Daily Oklahoman* and *Times* and several other newspapers, now owns one AM and seven TV's.

Surrey Broadcasting Inc., which bought WMIL-FM Waukesha, Wis., and WOKY(AM) Milwaukee, along with KYKY(FM) St. Louis from Charter last year, sold both Wisconsin stations this year for $4.75 million. Buyer, Sundance Broadcasting, headed by David E. Reese, chairman, also owns KIDO(AM)-KIDG(FM) Boise, Idaho.

Air Waves Inc. sold its three stations, WLCS(AM)-WQXY-FM Baton Rouge and KQXY(FM) Beaumont, Tex., to Robert Clark, Kent Anderson and Richard E. Oppenheimer for $4.1 million. Buyers also own four AM's and three FM's.

Sillerman and Morrow Broadcasting Group Inc., owned by Robert Sillerman, Bruce Morrow, Howard Tytel and Gerald Wendel, doubled its radio holdings during the year. The Middletown, N.Y.-based group owner bought WOCB(AM)-WSOX-FM West Yarmouth, Mass., for $4.1 million from Sconnix Group Broadcasting Inc., and also bought WHMP-AM-FM Northampton, Mass., for $1.2 million from the publisher of Northampton's only daily newspaper. Sillerman and Morrow Group also owns WRAN(AM) Dover, N.J.; WJJB(FM) Hyde Park and WALL(AM)-WKGL(FM) Middletown, both New York, and 50% of WATL-TV Atlanta.

Sconnix, owned by Randall T. Odeneal, Theodore E. Nixon, Scott R. McQueen and Alfred W. Hill, also sold WCMF(FM) Rochester, N.Y. (see above). The Laconia, N.H.-based group owner bought the only radio properties of Allbritton Communications, KRKR(AM)-KFKF(FM) Kansas City, Kan., for $3.8 million. Allbritton also bought KATV(TV) Little Rock, Ark., and KTUL-TV Tulsa, Okla., (see above).

Newhouse Newspapers sold its last broadcast properties, WAPT-AM-FM Birmingham, Ala., for $4 million to Bernard S. Dittman, owner of WABB-AM-FM Mobile, Ala., and Birmingham-based real estate developers Herbert A. Meisler and Harold W. Ripps. WPTR(AM) Albany and WLFY(FM) Troy, both New York, were sold to Robert Dyson for $4 million. Dyson also owns WEOK(AM)-WPDH(FM) Poughkeepsie, N.Y. Seller, majority owned by William F. Rust Jr., also owns WHAM(AM)-WHFM(FM) Rochester, N.Y., and WSOM(AM)-WQXK(FM) Salem, Ohio. It also sold WNOW(AM)-WQXA(FM) York, Pa. to Harold G. Fulmer III for $4 million. Fulmer also owns WLKK(AM)-WLVU(FM) Erie, Pa., and WSAN(AM) Allentown, Pa.

Leonard Tow, president and half owner of MSO Century Communications Corp. bought WVJS(AM)-WSTO(FM) Owensboro, Ky., for $3,793,000. Century, which purchased a co-located cable system in the deal, spun off stations to Tow because co-owner, Stevens Point, Wis.-based Sentry Insurance Co., had earlier bought WILS-AM-FM Lansing, Mich., for $1.4 million, raising its holdings to seven AM's and six FM's. Sentry Broadcasting Co. is headed by Don Colby, president.

KSET-AM-FM El Paso, Tex., and KKJY-FM Albuquerque, N.M., were sold for $3.75 million to John M. Dunn, an Evansville, Ind., investor with no other broadcast interests. Selling the stations were Dick Seffman, Steve Gold, Louis Weiner and Len Howard. The last three are principals in KVEG(AM) North Las Vegas and KFMS(FM) Las Vegas.

The Fuller-Jeffrey Group, equally owned by Robert F. (Doc) Fuller, Joseph N. Jeffrey Jr. and Edward F. Bock, bought KPIP(AM)-KPOP(FM) Roseville, Calif., for $3.5 million. They also own WOKQ(FM) Dover, N.H.; KJJY(FM) Lewiston, Me., and have a part interest in KCCY(FM) Pueblo, Colo.

Albert S. Tedesco sold KTCR-AM-FM Minneapolis-St. Paul to John B. Parker and wife, Kathleen, for $3.4 million. Tedesco also owns KDUZ-AM-FM Hutchinson, Minn. The Parkers sold KOWL(AM) South Lake Tahoe, Calif. (see above). They also own KIKI(AM)-KMAI(FM) Honolulu.

Harvey Grace, former president of WTTV-TV Indianapolis, bought KDON-AM-FM Salinas-Monterey, Calif., for $3.3 million. Principal sellers, Robert A. Forrest and wife, Grace, are also principal owners of KBBY(AM)-KBBQ(FM) Ventura, Calif.

A group based in Dayton, Ohio, and headed by Richard J. Minor, chairman, bought WGH-AM-FM Newport News, Va., for $3.2 million.

Leon Parma, owner of a San Diego Anheuser-Busch distributorship, and Ernest Rady, San Diego businessman, bought KUDE(AM)-KJFM(FM) Oceanside, Calif., for $3,175,000.

John J. Taylor III bought WGAN-AM-FM Portland, Me., for $3.1 million from Guy Gannett Broadcasting Services, a subsidiary of a Portland, Me.-based newspaper publisher. Majority owned by an estate benefiting its president, Jean Gannett Hawley, and two other relatives, it now owns three AM's, four FM's and three TV's. Taylor also owns WCOD-FM Hyannis, Me.

John B. Babcock, Park Broadcasting Co.'s former executive vice president and chief operating officer, headed a partnership buying KNOX(AM)-KYTN(FM) Grand Forks, N.D., for $3 million. Henry P. Slane and other principals in Peoria Journal Inc., publisher and group owner, were the sellers. They also own KICT(FM) Wichita and KFRM(AM) Salina, both Kansas; KSSS(AM) Colorado Springs and KYNR(FM) Pueblo, Colo., and KEKE(AM)-KWXL(FM) Albuquerque, N.M.

Centennial Communications Inc., debtor-in-possession, sold KOOO(AM)-KESY(FM) Omaha, for $3 million. Marshall Hambric, half owner of seller, also owns 40% of buyer and is joined by new partners Sherry Sanders (49%) and Ernest McRae (11%). McRae owns 40% of KBRL(AM) McCook, Neb., and KFNF(FM) Oberlin, Kan. Sanders is the wife of Mack Sanders, who owns four AM's and two FM's. Hambric and his partner, Bruce Mayer, bought the stations in 1978 for $1.2 million. Hambric is also a principal in the group that bought KSTR(AM) Grand Junction, Colo. ("For the Record," March 7, 1983).

Rau Stations, former owner of six AM's and six FM's, largely completed the divestiture process begun two years ago, selling off eight stations in 1983. WNAV(AM)-WLOM(FM) Annapolis, Md., were sold for $2.8 million to J. George Cuccia, Annapolis businessman, and Damian Einstein and Marvin Rosenbloom, part of the group that sold WHFS(FM) Bethesda, Md. (see above). Principally owned by the estate of Henry Rau and headed by his daughter, Robin Henry, Rau Stations also sold WBBB(AM)-WRCM(FM) Burlington, N.C., to Audubon Broadcasting Co. for $2,625,000. Audubon, headed by Pegram Harrison, president, also owns WNOK-AM-FM Columbia, S.C. The third Rau AM-FM combination sold was WDOV(AM)-WDSD(FM) Dover, Del., for $2.3 million to Barry J. Dickstein and Joel M. Harstone, principals of Hartford, Conn.-based investment banking firm that specializes in broadcasting. Rau also sold WATO(AM)-WETQ(FM) Oak Ridge, Tenn. ("Changing Hands," Sept. 19, 1983), and has announced the sale of WPDS-AM-FM Clarksburg, W. Va. ("Changing Hands," Jan. 2), which, if approved, will complete Rau's divestiture.

Capitol Broadcasting Co. of Jackson, Miss., sold WSLI(AM)-WXLY(FM) Jackson to J.D. Osburn and Russ D. Reynolds for $2,750,000. Capitol also sold KKTV(TV) Colorado Springs and WJTV(TV) Jackson, Miss. (see above). Osburn and Reynolds also own KYKZ(FM) Lake Charles, La., and KEAN-AM-FM Abilene, KYKX(FM) Longview and KYKS(FM) Lufin, all Texas.

WASK-AM-FM Lafayette, Ind., was bought for $2,650,000 by Richard L. Duchossois, who also owns KDAL(AM) Duluth, Minn.

Franz Allina and wife, Marcia, who bought WDJF(FM) Westport, Conn. (see above), sold KACY(AM) Port Hueneme and KACY-FM Oxnard, both California, for $2,590,000. Edmund Ansin, owner of WCKY-TV Miami, and Harold Frank, vice president and general manager of WINZ-AM-FM Miami, were the buyers.

Broadcast Management sold WNDB(AM)-WWLV(FM) Daytona Beach, Fla., to Chapman Root and others for $2.5 million. Broadcast Management, headed by Joel M. Thrope, general partner, also owns WRKR-AM-FM Racine, Wis.; WCNW(AM) Fairfield, Ohio, and WINF(AM) Manchester, Conn. Root Communications has also bought WVFM(FM) Lakeland, Fla. (see above).

WINN(AM)-WFPG(FM) Atlantic City was sold for $2.5 million to a group headed by Allan W. Roberts, president. It also owns WWHN(AM)-WUPE(FM) Pittsfield, Mass.

Mid America Media sold KIOA(AM)-KMGK(FM) Des Moines, Iowa, to Midwest Communications Inc. for $2.5 million. Mid America is a Kankakee, Ill.-based group owner of five AM's, four FM's, and owns a cable system at Hilton Head, S.C. Midwest, owned by the D.E. Wright family and others, also owns WRIG(AM)-WDEZ(FM) Wausau and WGEE(AM)-WIXX(FM) Green Bay, both Wisconsin.

WASK-AM-FM Lafayette, Ind., was sold for $2,425,000 to Richard L. Duchossois, who also owns KDAL(AM) Duluth, Minn.

Frank L. Outlaw II, sold his 75% interest in WAIM(AM)-WCKN(FM) Anderson, S.C., and Robert B. Nations, president, general manager and 25% owner sold 3% to a group of about 20 investors for $2.4 million.

WKZE-AM-FM Orleans, Mass., was sold for $2.5 million to David Roth, Boston neurosurgeon who also owns WIRA(AM)-WOVV(FM) Fort Pierce, Fla., and KCVN(AM)-KRNO(FM) Reno. The station was sold by Albert Makkay, Donald Wilks and Michael Schwartz. They also purchased WOSC(AM)-WKFM(FM) Fulton, N.Y., for $1,504,250. All three also own WZFM(FM) Briarcliff Manor, N.Y.

Wilks and Schwartz own two AM's and two FM's, and have two-thirds ownership of WPET(AM) Greensboro, N.C., which is being sold, subject to FCC approval, ("Changing Hands," Dec. 12, 1983).

George Beasley, owner of five AM's and six FM's, sold WKBX(AM)-WSGF(FM) Savannah, Ga. for $2.2 million. The stations were bought separately in 1977 for $945,000. Two of the buyers, Robert H. Burstein and John L. Laubach, also own WCCK(AM)-WEYZ(FM) Erie, Pa., and WXIL(AM) Parkersburg, W. Va. In addition they, along with a third buyer, Larry O. Garrett, own WKRT(AM)-WOKW(FM) Cortland, N.Y. Beasley bought WIFI(FM) Philadelphia (see above).

WWWQ(AM)-WPFM(FM) Panama City, Fla., was sold to Culpepper Communications Inc. for $2,105,000. Culpepper, majority owned by John C. Culpepper, also owns KDOK(AM)-KFML(FM) Tyler, Tex., and KAGC(AM) Bryan, Tex., and is applicant for new FM's at Bryan, Idaho Falls, and Helena, Mont.

David C. Schaberg, Lansing, Mich.,-based broadcasting consultant, bought WCTW(AM)-WMDH(FM) New Castle, Ind., for $2 million plus a $50,000 noncompete agreement.

KOOK-AM-FM Billings, Mont., was sold to a buyer 90% owned by John W. Hough for $2,005,500. Hough also owns KUUY(AM)-KKAZ(FM) Cheyenne, Wyo., and KQIL(AM)-KQIX-FM Grand Junction, Colo. Sellers, Robert C. Mathias, Kenneth D. Morse and Emery S. Sims III, also own KYJC(AM) Medford, Ore.

Eighty percent of KPRO(AM) Riverside and KWTC(AM)-KZNS(FM) Barstow, both California, were sold by five of six stockholders for stock and assumption of liabilities valued at about $2 million. Howard Fisher, president and 20% owner, kept his position and interest. The buyers were Milt Klein, former general manager of KHJ(AM) Los Angeles and Shayle R. Ray, Los Angeles business and financial consultant.

Country and western singer, Charlie Pride, was majority owner in a group buying KAYC(AM)-KAYD(FM) Beaumont, Tex. The stations were bought for $1,750,000 plus noncompete covenant of $250,000, from David H. Morris, who still owns KNUZ(AM)-KWUE(FM) Houston. Other buyers were Jim Long, the owner of First-Com Broadcast Services, Dallas-based radio programer and syndicator; Jerry Lastelick, Dallas-based attorney, and H. Roger Dodson, president and general manager of KQAM(AM)-KEYN-FM Wichita, Kan., which are owned by Pride, Long and Lastelick.

Dennis Behan sold KCEY(AM)-KMIX(FM) Turlock, Calif., to Melvin Winters, Harry S. McMurray and F. Robert Fenton for $1.8 million. Winters owns KNOT(FM) Jackson, Calif. McMurray has an interest in KATC(AM)-KXKQ(FM) Safford and KVRD(AM) Cottonwood, both Arizona. Fenton has an interest in KHSN(AM) Coos Bay and KOOS-FM North Bend, both Oregon, and KPLS(AM) Santa Rosa and KMYC(AM)-KRFD(FM) Marysville, both California.

WQRB(AM)-WBAG-FM Burlington, N.C., was sold by Burlington-Graham Broadcasting Inc. to Village Companies of Chapel Hill for $1,750,000. The buyer, principally owned by James A. Heavner, president, spun off WQRB(AM) ("For the Record," April 18, 1983) because of that station's proximity to WXHL(AM) Chapel Hill, N.C., which it also owns. Village also sold WMFD(AM) Wilmington, N.C., ("Changing Hands," April 18, 1983) but kept co-located WWQQ(FM) and also owns WKQQ(FM) Lexington, Ky., and North Carolina cable systems.

KNGS(AM)-KKYS(FM) Hanford, Calif., was sold to Sunrise Communications of Central California for $1,750,000. Sunrise is equally owned by the Des Moines, Iowa-based Central Life Assurance Co. and Sunrise Media Inc., which is owned by Al Lobeck, Raymond McCarty and Scott Huskey, all former Stauffer Broadcasting Co. executives, and James Bongfiglio, a Scottsdale, Ariz., businessman.

KKIS(AM) Pittsburg, Calif., and KDFM(FM) Walnut Creek, Calif., were bought for $1.7 million by James Chabin, former Western marketing manager, CBS-owned TV stations, and his brother, Harry, president of an Arvada, Colo.-based oil drilling company.

Forward Communications, before being acquired by Wesray Corp., a private investment banking firm headed by former Secretary of the Treasury, William Simon, (BROADCASTING, Oct. 31, 1983), sold WKQE(AM)-WBGM(FM) Tallahassee, Fla., to Statewide Broadcasting Co. for $1,575,000. Statewide, also purchased WVCG(AM) Coral Gables, Fla. (see above).

Booth America Co. sold WIOU(AM)-WZWZ(FM) Kokomo, Ind., to Community Service Radio Inc. for $1,550,000. Detroit-based Booth, owned by John L. Booth and family, also owns three AM's and six FM's, 11 cable systems and an SMATV system in Belleville, Mich. Community Service also owns three AM's and three FM's.

Cy N. Bahakel Jr., son of the principal of

Norman Fischer & Associates, Inc.
East Coast Office
Austin Office
Barry Sherman

Charlotte, N.C.-based group owner, bought WDSC-AM-FM Dillon, S.C., for $1.5 million from Border Broadcasting Inc. Five months later, Bahakel sold the station to W.C. Dailey, a Florence, S.C., real estate developer for $50,000 more.

National Association of Broadcasters President Eddie Fritts sold WELO(AM)-WZLQ(FM) Tupelo, Miss., to Big Thicket Broadcasting Inc. for $1.46 million. Fritts also has sold, subject to FCC approval, KCRI-AM-FM Helena, Ark. ("Changing Hands," Aug. 29, 1983). He owns WNLA-AM-FM Indianola, Miss., and 85% of KMAR-AM-FM Winnsboro, La. Big Thicket is 80% owned by Richard Beauchamp. It also owns KTYL-AM-FM Tyler, Tex., and KRKK(AM)-KQSW(FM) Rock Springs, Wyo.

KTIM-AM-FM San Rafael, Calif., was sold for $1.4 million to Arthur Astor, who also bought out other shareholders for complete control of KIKF(FM) Garden Grove, Calif. (see above).

Lawrence Ludka, Brownsville, Tex., attorney, and wife, Susan, bought KBWD(AM)-KOXE(FM) Brownwood, Tex., for $1.4 million. William Jamar Jr., and his wife, Jane, who sold the stations, also sold KBIL(FM) San Angelo, Tex. (see above) and are part owners of KSNY-AM-FM Snyder, Tex.

KCRC(AM)-KNID(FM) Enid, Okla., was sold to a group headed by Michael DeLier, former station manager of KWTV(TV) Oklahoma City. Price of the station was $1.4 million.

KWEY-AM-FM Weatherford, Okla., was sold for $1,378,000 to Philip C. Spivey and Lynn Wolfgang. Spivey is majority owner of KBBB(AM)-KDKQ(FM) Borger, Tex., and Wolfgang is sales manager at KWEY and a daughter of one of the sellers.

Thomas J. Wiens bought KATI(AM)-KAWY(FM) Casper, Wyo. from Casper Broadcasting (James Stuart and family) for $415,000 plus the assumption of $960,000 in notes. Casper, a Lincoln, Neb.-based group owner of six AM's and six FM's, had bought the stations for $1.55 million in 1981. Wiens also owns KWDE(FM) Montrose, Colo.

Group owner Western Broadcasting Co., headed by Earl E. Morgenroth, sold KSEI(AM)-KRBU(FM) Pocatello, Idaho, for $1.35 million to Pacific Northwest Broadcasting Corp. Pacific, majority owned by Charles H. Wilson, now owns five AM-FM combinations.

WRKB(AM)-WJZR(FM) Kannapolis, N.C., was sold to Paul H. Downs and William H. Sanders for $1,345,000. Downs and Sanders also own WQIM(FM) Prattville, Ala.; Sanders has a one-third interest in WGUL(AM)-WPSO(FM) New Port Richey, Fla.

A partnership headed by Kenneth W. Gneuhs bought WAKE(AM)-WLJE(FM) Valparaiso, Ind., from Porter County Broadcasting Corp. for $1.3 million. Gneuhs is also part owner of WAIK(AM)-WGBQ(FM) Galesburg, Ill.

Kenneth E. Meyer bought KBOA(AM)-KTMO(FM) Kennett, Mo., for $1.3 million from Earldun Broadcasting Inc., headed by Charles C. Earls, president and general manager. Meyer also owns KFAL(AM)-KKCA(FM) Fulton and KLEZ(AM)-KBEK(FM) Lexington, both Missouri. He also has interests in KARD(TV) Monroe, La., and KMTC(TV)-KTXR(FM) Springfield and KREI(AM)-KTJJ(FM) Farmington, both Missouri.

Polo Broadcasting Corp. bought KPTN(AM)-KTMP(FM) Provo-Spanish Fork, Utah, for $1.2 million from Mountain States Broadcasting Corp. Mountain States, majority owned by Dan Lacey, also owns KIQX(FM) Durango, Colo. Polo is owned by broadcast consultant and British citizen Peter Scheurmier, and majority owned by David Forier, former director of sales at KHJ(AM) Los Angeles.

Buckley Broadcasting Corp., 80% owned by Richard D. Buckley Jr., bought WYNZ(AM) Portland and WYNZ-FM Westbrook, both Maine, for $1,125,000 from Eastport Broadcasting Corp. Eastport also owns WAPE(AM) Jacksonville, Fla., and WIBX(AM)-WIBQ(FM) Utica, N.Y. Buckley also owns WDRC-AM-FM Hartford, Conn., and KGIL(AM) San Fernando, KWAV(FM) Monterey and KKHI-FM San Francisco, all California.

KKBZ-AM-FM Santa Paula, Calif., was sold for $1,104,600, including assumption of $650,000 debt, to Kachina Broadcasting Corp., headed by William S. Sanders, president. Kachina also has interest in KDHI(AM)-KQYN(FM) Twentynine Palms and KKZZ-AM-FM Lancaster, both California; KPER(FM) Hobbs, N.M., and KVKM(AM) Monahans, Tex., where it also has a construction permit for a new FM.

KMHT-AM-FM Marshall, Tex., was bought by George Franz, Clint Formby and Ray Eller for $1.1 million. Formby also owned one-third of seller of KTBB(AM) Tyler, Tex. ("Changing Hands," Jan. 3, 1983). He also has interests in AM-FM's at Hereford, Levelland and Temple, all Texas. Franz is general manager of Temple stations, KTEM(AM)-KPLE(FM) and, along with Eller, is principal owner of KSAM(AM)-KHUN(FM) Huntsville, Tex.

Wayne C. Cornils, former radio senior vice president of the National Association of Broadcasters, now executive vice president, Radio Advertising Bureau, was among those selling KFXD-AM-FM Nampa, Idaho, for $1.1 million. The buyers, Philip T. Kelly and Richard L. Voight, also own WBDQ(AM)-KLYV(FM) Dubuque, Iowa; KATE(AM)-KCPI(FM) Albert Lea, Minn.; KFGO(AM) Fargo, N.D., and WNFL(AM) Green Bay, Wis.

Donald W. Sheehafer bought KWEB(AM)-KRCH(FM) Rochester, Minn., for $1.1 million. Sheehafer also owns WOMT(AM) Manitowoc, WQTC(FM) Two Rivers and WXCO(AM) Wausau, all Wisconsin, and also is an applicant for a new FM at Wausau.

Calvin G. Arnold, former vice president and general manager of KKYK(FM) Little Rock, Ark., bought KOTN(AM)-KFXE(FM) Pine Bluff, Ark., for $1,075,000.

C. Walker Morris, formerly general manager of WCHL(AM) Chapel Hill, N.C., bought WDLV(AM)-WIOZ(FM) Pinehurst-Southern Pines, N.C., for $1,040,000.

John Mullen, Media, Pa., businessman, with no other broadcast interests, bought WMID(AM) Atlantic City and WGRF(FM) Pleasantville, both New Jersey for $1 million.

WMOA-AM-FM Marietta, Ohio, was sold for $1 million to a group majority owned by Carl Clovis. To keep its co-located station, WBRJ(AM), Clovis group sold off WMOA(AM) to nonprofit Washington Technical College ("For the Record," July 18, 1983). Clovis is also a principal of WSYX(FM) London, Ohio.

Cable TV

The following is a list of cable purchases compiled by BROADCASTING. For some deals, prices were not revealed and were otherwise unobtainable. For deals for which prices were available most could be computed to be between $800 and $1,000 per subscriber, a figure often used in the industry. Prices vary, however, according to system size, channel capacity, degree of construction remaining, amount of debt and geographical location. The purchases listed below were announced, but not necessarily completed, last year.

Cable figured in part of one of the largest communications deals of the year. Kohlberg Kravis Roberts & Co. announced its intention to purchase Wometco Enterprises for $842 million. In addition to Wometco's broadcast holdings, its Wometco Cable currently lists 260,000 subscribers. The portion of the $842 million ascribed to cable holdings was not announced.

Tele-Communications Inc. became the number-one cable MSO in 1983 based on additions to its portfolio principally through acquisition. It bought Eugene, Ore.-based Liberty Communications for $242 million. Liberty was the 21st largest MSO at the time, with 263,000 subscribers.

As part of the deal, TCI spun off systems to Liberty executives. The largest block went to Carolyn Chambers, Liberty's executive vice president/treasurer, who set up Chambers Communicom with four former Liberty systems in Edmund, Wash., and San Bernardino, Novato and Sun City, all California, which TCI sold to her for $30 million. The systems serve 40,000 subscribers.

TCI also bought the 22d MSO, Tele-Media, based in State College, Pa. The price for T-M's 248,000 subscribers was $185 million.

Prime Cable bought out Cable America's Atlanta area franchises for $223 million. The company set up two limited partnerships, one for the city of Atlanta and north Fulton county, and one for the franchises in DeKalb county and East Point/College Park. There are 100,000 subscribers and 330,000 homes, combined, in both partnerships. Cable construction continues. Prime Cable, which is the general partner, put up $11 million. The two limited partnerships have nearly met their goal to raise $52 million. The other $160 million in debt will be assumed by Prime Cable.

United Cable bought Communicom's Los Angeles area franchise which was in the initial stages of construction. The price for the 300,000-home area was $200 million.

Area Communications sold its 91,000-subscriber system in Jacksonville, Fla., to Continental Cablevision for $106.5 million.

Comcast bought Calvert Telecommunications' system surrounding Baltimore for $65 million. The system serves 92,000 subs.

American Cablesystems purchased from American Video Corp. cable systems serving eight communities in Broward county, Fla. The systems serve 57,000 subscribers. The purchase price was between $55 million and $65 million.

Group W sold systems in Morgantown, W.Va., and Bridgeton, Vineland, Ocean City and Ventnor, all New Jersey, to Cablentertainment for $58 million. The subscriber count was 55,000. Group W sold its 27,000-subscriber Worcester, Mass., system to Greater Media for $18 million. Other sales by Group W to comply with FCC crossownership restrictions included systems in Newark, Los Gatos, Milpitas and Santa Clara, Calif., sold to Hearst Cable. The systems serve 20,000 subscribers; a price was not announced. Group W swapped its 29,000-subscriber Johnstown, Pa., system for 10 ATC systems covering 27,000 subscribers in Oregon, Nevada, Tennessee and Florida. Group W sold its Oakland, Calif., system, serving 22,000 subscribers in a 117,000-home franchise area, to Radcliffe Broadcasting for an unannounced price. Group W bought one system: Clearview TV Cable in Auburn, Wash. A price for the 20,000-subscriber system was not disclosed.

ATC bought systems in the Rochester, N.Y., area from People's Cable Co. The price for the 62,000 subscribers was $55 million.

Heritage Communications bought from Indiana Cablevision its 62,000-subscriber South Bend, Ind., system for what analysts estimated at $50 million.

Cablevision Systems of Southern Connecticut consolidated its holdings in that part of the state with the purchase of Southern Connecticut Cablevision. The price was $47 million for the system's 48,000 subscribers.

Storer Cable sold its primarily unbuilt system in Prince George's county, Md., (a Washington suburb) to a group of local partners headed by Winfield Kelly. The system has 16,000 subscribers. The franchise has 190,000 homes. The price was between $30 million and $35 million.

Former Warner Amex Cable Communications Chairman Gus Hauser purchased Arlington Telecommunications, which runs the Arlington, Va., system. The price was in excess of $30 million for the 27,000-subscriber system.

Jones Intercable established four limited partnerships in 1983 in deals that ranged from $11 million to $32 million. In all four Jones is the managing general partner with limited partnerships sold locally to complete the deal. Jones Cable TV Fund 10-A purchased systems in Oxnard and Castro Valley, Calif., for $32.8 million from Oak Industries. The systems serve 36,600 subscribers. Jones Cable TV Fund 11-B bought five Buffalo, N.Y., area systems serving 20,000 subscribers from Global Cable Corp. for $22 million. Rau Radio sold its Anne Arundel, Md., system to Jones Cable TV Fund 11-A for $16.25 million. The system serves 10,400 subscribers . And Jones set up Jones Cable TV Fund 10-B for systems in Oro Valley and Pima county, Ariz. The systems, serving 10,500 subscribers, were purchased from six individuals for $11.2 million.

Centel purchased Cable Communications of Iowa, which ran 17 systems in Iowa. Centel paid $23 million for the systems' 30,000 subscribers.

ATC sold its systems in Cushing, Midwest City, Norman and Stillwater, Okla. (30,000 subscribers), to Multimedia for $22.5 million and the latter's Archdale, Gaston county, High Point and Monroe, N.C.,

In addition to all the sales brokered by Daniels & Associates, the leading cable broker, it established two limited partnerships with local investors and Daniels as managing partner. American Cable TV Investors 2 bought systems serving 18,800 subscribers in the San Bernardino, Calif., area from Field Enterprises for $20.5 million. American Cable TV Investors 1 bought from Thoms Cablevision an Asheville, N.C., system for between $12 million and $15 million. The system serves 16,000 subscribers.

Cable America, which owned Valley Cable TV in the west San Fernando Valley in Los Angeles, set up a limited partnership in that franchise, selling 55% of it to the Canadian-based Standard Broadcasting for $20 million. Standard owns four AM's, three FM's and one television station in Canada and Telecable-Laurentien Inc., a Candian MSO with 20,000 subscribers. The remaining 45% is owned by Cable America and the local partners it had originally lined up for the franchise. CA remains the general partner in the franchise which passes 160,000 homes and has 47,000 subscribers.

Comcast increased its presence in the Detroit area by purchasing Cox Cable's St. Clair Shores system of 16,000 subscribers for $19 million.

LCI Chester Inc. bought cable systems in West Chester and Coatesville, Pa., from Chester County Broadcasting for $15.2 million. The systems serve 14,200 subscribers.

American Cablesystems purchased eight systems serving the Tarrytown, N.Y., area from McLean Cable Associates. The price for the block of 16,500 subscribers was $15 million-$20 million. Coweta Cable Corp. sold its La Grange, Manchester, Newnan, Thomaston, Ga., systems to the McDonald Group for $15 million-$20 million. The systems serve 17,000 subscribers.

Cablevision Systems expanded its holdings in the Boston area by buying Times Mirror's unbuilt Brookline, Mass., system for $12 million. There are 23,000 homes in the franchised area.

Another $12-million sale: Centel's purchase of Warner's Winter Haven and Polk county, Fla., systems with 12,000 subscribers.

Continental sold a system in northwest St. Louis, designated county B, to ATC for $10 million. The partially built system has 6,000 subscribers and 27,000 homes in its franchise area.

Evans Cablevision sold its 18,000-subscriber Orlando, Fla., system to Orcable Ltd. for $10 million.

Monroe Rifkin, under the Rikfin Associates banner, got back into cable operation last year. His largest purchases: a 9,000-subscriber system in the Boca Raton, Fla., area for $10 million from Paducah (Ky.) Newspapers and a system serving 12,000 subscribers near Jacksonville, Fla., from Clay Video for an undisclosed price.

Warner Amex enlarged its Houston holdings with the purchase of Gulf Coast Cable, which had franchises in southwest Houston and surrounding counties. The unbuilt area has 300,000 homes. A price was not disclosed. Warner also purchased Columbia Cable which held franchises in western Houston and the northwest and southwest sections of Harris county.

Times Mirror bought out the remaining 50% interest it did not own in American Cable Television's Phoenix franchise and a few neighboring systems. The parties did not give a price for the sale. The system serves 94,000 subscribers.

ATC purchased the 43,000-subscriber systems owned by TV Systems Inc. in Honolulu. The final price has yet to be determined pending final negotiations. The sale goes before a state commission for approval later this month.

Century Communications announced its intention to purchase RVS Cablevision systems in the Milwaukee area. RVS is building in suburban Milwaukee and has 33,000 subscribers and 90,000 homes in its franchise area. Century was to purchase 80% of RVS, with the remaining 20% to be split among local partners.

Simmons Communications bought CATV General Corp.'s systems in Maryland and Delaware which served 18,300 subscribers and U.S. Cable's Owego, N.Y., 11,000-subscriber system.

Cencom Cable sold to Coaxial Development seven systems in South Carolina with 14,200 subscribers.

Brokers see 1983 as 'year of the turnaround'

Interest rates are down; interest is up. That, according to brokers who talked with BROADCASTING last week, was the bottom of a line that reached record heights this year.

Cincinnati-based broker Ted Hepburn, who last year helped Goldman Sachs sell General Electric's radio properties, summed up the feeling of many: "1983 became the year of the turnaround, in the economy and the trading climate. You suddenly had people with a limited amount of capital but financing from other sources."

Noting that the prime interest rate declined from a 1982 average of 14.9% to 10.8% for the first 10 months of 1983, brokers of both radio and TV stations said that buyers were having less trouble obtaining outside financing, and confirmed that bankers were taking a very active role in the station trading process (BROADCASTING, May 16, 1983). Charles H. Kurtz of Blackburn & Co. said: "A number of bankers have come to speak to us, demonstrating an increased interest in putting money into radio and TV, and wanting us to introduce them to good operators. I can think of several cold calls. . .they haven't dealt with any media broker before. There are banks wanting to provide loans; then you have the banks with venture capital arms wanting to be part of the

90.5 mhz, 6.5 kw, HAAT: 702 ft. (see Abilene, Tex., app.). Filed Dec. 8.

■ Appomattox, Va.—Appalachia Media seeks 102.7 mhz, 15 kw. (see Madawaska, Me., app.). Filed Dec. 16.

■ *Franklin, Va.—Alpha Educational Broadcasting Foundation seeks 91.7 mhz, 550 w, HAAT: 280 ft. Address: 9546 Shore Drive, Norfolk, Va., 23518. Counsel: F. Joseph Brinig (Washington). Principal is charitable trust headed by, among others, Phyllis J. Offutt, housewife. It has also filed app.'s for Richmond, Tappahannock and Winchester, all Virginia (see below). Filed Dec. 16.

■ *Richmond, Va.—Alpha Educational Broadcasting Foundation seeks 89.7 mhz, 55 w, HAAT: 194 ft. (see preceding app.). Filed Dec. 19.

■ *Tappahannock, Va.—Alpha Educational Broadcasting Foundation seeks 91.7 mhz, 550 w, HAAT: 401 ft. (see Franklin, Va., app.). Filed Dec. 16.

■ Winchester, Va.—Alpha Educational Broadcasting Foundation seeks 91.7 mhz, [illegible] kw, HAAT: 667 ft. (see Franklin, Va., app.). Filed Dec. 16.

■ *Moses Lake, Wash.—Joy Educational Broadcasting Foundation seeks 91.5 mhz, 300 w, HAAT: 1,057 ft. (see Klamath Falls, Ore., app.). Filed Dec. 16.

■ *Cheyenne, Wyo.—Heritage Educational Foundation of Wyoming seeks 90.7 mhz, 600 w, HAAT: 178 ft. Address: 910 East Third St., Gillette, Wyo. 82716. Counsel: F. Joseph Brinig (Washington). Principal is charitable trust headed by trustees, including Nancy G. Mader, homemaker. It has also filed app.'s for noncommercial FM's at Gillette, Laramie and Rock Spring, all Wyoming (see following app.'s). Filed Dec. 28.

■ *Gillette, Wyo.—Heritage Educational Foundation of Wyoming seeks 91.9 mhz, 55 kw, HAAT: 974 ft. (see preceding app.). Filed Dec. 16.

■ *Laramie, Wyo.—Heritage Educational Foundation of Wyoming seeks 90.7 mhz, 100 w, HAAT: 743 ft. (see Cheyenne, Wyo., app.). Filed Dec. 19.

■ *Rock Spring, Wyo.—Heritage Educational Broadcasting Foundation seeks 91.9 mhz, 100 w, HAAT: 1,082 ft. (see Cheyenne, Wyo., app.). Filed Dec. 16.

TV's

■ Flagstaff, Ariz.—Contemporary Communications Inc. seeks ch. 13; ERP: 316 kw vis., 31.6 kw aur., HAAT: 1,777 ft.; ant. height above ground 299 ft. Address: P.O. Box 6448, Pittsburgh, Pa. 15212. Principal is equally owned by Larry G. Fuss Sr. and Rebecca R. Barney and has 50% minority ownership. Fuss operates Pittsburgh-based broadcast consulting firm. Barney is Meridian, Miss., retail clerk. Principal also has app.'s for new FM's at Mary Esther, Fla.; Delhi, La. (see "For the Record," Dec. 12), and Marion, Miss. Filed Dec. 5.

■ Barstow, Calif.—Sunbelt Television Inc. seeks ch. 64, ERP: 1,202 kw vis., 240 kw aur., HAAT: 47.8 ft.; ant. height above ground: 340.2 ft. Address: 6353 Homewood Ave., Hollywood, Calif. 90028. Principal is owned by Ray Webb (47.5%), Riley Jackson and wife, Margaret R. (23.75% each), and Pat Buttram (5%). None have other broadcast interests. Filed Nov. 28.

■ San Luis Obispo, Calif.—Morro Rock Resources Inc. seeks ch. 33; ERP: 5,000 kw vis., 500 kw aur., HAAT: 360.81 ft.; ant. height above ground: 569.1 ft. Address: 265 Kern Ave., Morro Bay, Calif. 93442. Principal, headed by Ross H. Boyd, president, intends to raise additional funds with public stock offering. It has no other broadcast interests. Filed Dec. 19.

■ Hartford, Conn.—Shurberg Broadcasting of Hartford seeks ch. 18; ERP: 5,000 kw vis., 500 kw aur., HAAT: 619 ft.; ant. height above ground: 294 ft. Address: 100 Cold Spring Road, Rocky Hill, Conn. 06067. App. is mutually exclusive with renewal app. of WHCT-TV Hartford, Conn. Principal is owned by Alan Shurberg, who until 1980 was employed in technical capacity at TV stations in Hartford and New York City. Filed Dec. 2.

■ Seaford, Del.—L.E.O. Broadcasting Inc. seeks ch. 38; ERP: 3,544 kw vis., 354 kw aur., HAAT: 990 ft.; ant. height above ground 973.1 ft. Address: 800 St. Germain St., St. Cloud, Minn. Principal is owned by N. Walter Goins, who also is owner of KXLI(TV) St. Cloud and of CP for satellite KXLT(TV) (ch. 47) at Rochester, Minn. He is also applicant for LPTV at Washington, for 3 new MMDS' at Minnesota, and his father and sister are applicants for LPTV at St. Paul. Filed Dec. 19.

■ Seaford, Del.—Seaford Television Co. seeks ch. 38; ERP: 593 kw vis., 60 kw aur., HAAT: 525 ft.; ant. height above ground 522 ft. Address: 9779 Whiskey Run, Laurel, Md. 20707. Principal is owned by Barbara Chavez (20% equity; 100% voting) and Robert Vinson (80% equity). Neither has other broadcast interests. Filed Dec. 19.

■ Las Vegas—Freedom Development Co. seeks ch. 15; ERP 1,600 kw vis., 160 kw aur., HAAT: 1,598 ft. Address: 8 Arlington St., Auburn, Mass. 01501. Principal is owned by Dan Mahoney, who is also applicant for new FM at Spenard, Alaska; and for new TV's at Mobile, Ala., and Waikuka, Wis.

■ Las Vegas—Hispanic Women in Broadcasting seeks ch. 15; ERP: 151 kw vis., 15.1 kw aur., HAAT: 1,870 ft.; ant. height above ground: 35 ft. Address: 35 Hunter Drive, Las Vegas 89115. Principal is owned by Maria Ana Nino, who has no other broadcast interests. Filed Dec. 19.

■ Las Vegas—El Monte Negro Television Co. seeks ch. 15; ERP: 4,270 kw vis., 427 kw aur., HAAT: 1,280 ft.; ant. height above ground: 228 ft. Address: 3887 E. Monja Circle, Las Vegas. Counsel: Norman P. Leventhal (Washington), Principal is owned by Henry F. Jojola and Daniel L. Villanueva (35% each), and Franklin S. Ramirez and Horacio Lopez (15% each). Jojola also owns 30% of LPTV at Las Vegas. Villanueva is general manager of KTVW(TV) Phoenix and is also 16.67 owner in LPTV permittees at Arlington, Va. (Washington) and of LPTV licensee at Detroit. His father, Daniel D., is 15% owner of KTVW(TV), 11% owner of KDTV(TV) San Francisco, and is vice president and 6% owner of Spanish International Communication Corp. Filed Dec. 19.

■ Las Vegas—LV Pictures seeks ch. 15; ERP: 1,826 kw vis., 183 kw aur., HAAT: 1,997 ft.; ant. height above ground: 213 ft. Address: 569 Bonita, Las Vegas 89104. Principal is equally owned by Sharon Chappell, Dr. Pamela Moore and David Polan. Polan's father, Julius Polan, is 55% stockholder of CP for ch. 40 at Tucson. Filed Dec. 19.

■ Las Vegas—People of the Fire Ltd. seeks ch. 15; ERP: 5,000 kw vis., 500 kw aur., HAAT: 2,000 ft., ant. height above ground: 236 ft. Address: 4574 Skyland Drive, Las Vegas 89121. Counsel: Seymour M. Chase (Washington). Principal is equally owned by general partners, Roy Layton Parrish and her son, Liola Parrish, and limited partners Terry A. Trousdale and Douglas K. Freeman. Trousdale is general partner, and Freeman, limited partner, of applicant for new TV at Charleston, S.C., Charleston Community Television Ltd. Filed Dec. 19.

■ Las Vegas—Rebel Broadcasting Co. seeks ch. 15; ERP: 4,985 kw vis., 499 kw aur., HAAT: 2,004 ft.; ant. height above ground: 223 ft. Address: 1640 Fifth St., Suite 203, Santa Monica, Calif. Principal is equally owned by Gary Spire and Lawrence Rogow. They each are 31.7% owners of Ponyland Broadcasting Co., applicant for 22 LPTV's; 28.2% owners of applicant for ch. 61 at Houston; part owners of applicant for ch. 23 at Arcata, Calif., half owners of applicant for ch. 29 at Sacramento, Calif., and each have minor interest in LPTV applicant, Response Broadcasting Corp. Spire also owns 100% of nonvoting stock in applicant for ch. 58 at Milwaukee (see below). Filed Dec. 19

Summary of broadcasting
as of October 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,726	166	4,892
Commercial FM	3,490	425	3,915
Educational FM	1,104	161	1,265
Total Radio	9,320	772	10,092
FM translators	741	423	1,164
Commercial VHF TV	536	19	555
Commercial UHF TV	334	200	534
Educational VHF TV	107	5	112
Educational UHF TV	172	22	194
Total TV	1,149	246	1,395
VHF LPTV	179	80	259
UHF LPTV	66	71	137
Total LPTV	245	151	396
VHF translators	2,831	206	3,037
UHF translators	1,850	342	2,192
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	206	7,636
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Belmont, N.C.—Scott Neisler seeks ch. 46, ERP: 936 kw vis., 93.6 kw aur., HAAT: 328.86 ft.; ant. height above ground: 199 ft. Address: 410 Pineview Dr., Kings Mountain, N.C. 28086. Neisler is general partner owning 55% of principal. He is also seeking LPTV; also for Belmont. Filed Dec. 5.

■ Wilson, N.C.—Family Television 30 Inc. seeks ch. 30; ERP: 5,000 kw vis., 500 kw aur., HAAT: 576 ft.; ant. height above ground: 633 ft. Address: 283 Bellaire Dr. N.E., St. Petersburg, Fla. 33704. Principal is owned by Charles O. Richardson, president, and five others. None have other broadcast interests. Filed Dec. 2

■ Carolina, P.R.—Good TV Broadcasting Co. seeks ch. 52; ERP: 42.6 kw vis., 4.3 kw aur., HAAT: 1,760 ft.; ant. height above ground: 93 ft. Address: P.O. Box 1373, Hato Rey, P.R. 00919-1373. Principal is headed by Frederick Gauthier de Castro, who is in process of forming corporation and/or partnership. He is 51% owner of Gauthier and Rodriquez Assoc., permittee WPRX(AM) Sabana Grande, P.R., which has been sold, subject to FCC approval. Gauthier and Rodriquez Assoc. has also bought WBOZ(AM) San German, P.R. (see "For the Record," Oct. 3, 1983). Gauthier's wife, Carmen B., is applicant for new FM at Lajas, P.R. Filed Dec. 22.

■ Amarillo, Tex.—Amarillo Junior College District seeks ch. 2; ERP: 65.4 kw vis., 6.6 kw aur., HAAT: 763 ft. Address: P.O. Box 447 (2201 S. Washington), Amarillo, Tex. 79178. Principal operates public educational institution and is headed by Mr. Ben Bruckner Jr., chairman. Filed Dec. 19.

■ Cedar City, Utah—Michael Glenn Golden seeks ch. 4, 64.6 kw vis., 6.5 kw aur., HAAT: 2,569 ft. Address: One Chalet Drive, P.O. Box 188. Principal also is president and 25% owner of Cable TV system at Brian Head, Utah. He pledges to divest cable interest if app. is granted. Filed Nov. 10.

■ Ogden, Utah—Weber State College seeks ch. 9; ERP: 166 kw vis., 16.6 kw aur., HAAT: 2,920 ft.; ant. height above ground: 62 ft. Address: 3750 Harrison Blvd., Ogden 84408. Principal is public 4-year undergraduate college headed by Rodney H. Brady, president. Filed Dec. 19.

■ Milwaukee—Ronald W. Cochran and William D. Forster seek ch. 58; ERP: 5,000 w vis., 500 kw aur., HAAT: 528 ft.; ant. height above ground: 638 ft. Address: 300 E. 46th St., New York 10017. Counsel: Kenkel, Barnard & Edmundson (Washington). Principals are equal owner with Cochran, who is national sales manager for Katz Independent Television as general partner. Forster is a managing director of Shearson/American Express. Filed Dec. 19.

■ Milwaukee—Enhancement Services Inc. seeks ch. 58; ERP; 2,114 kw vis., 211.4 kw aur., HAAT: 925 ft.; ant. height above ground: 952 ft. Address: 4532 N. Oakland, Milwaukee, Wis. Principal's equity is equally shared by Rene J. Miller, Dr. Edward Mabry, John Stone and Brad Carr. Carr owns all of voting stock. It has no other broadcast interests. Filed Dec. 19.

■ Milwaukee—Heriberto B. Colon seeks ch. 58; ERP: 80.8 kw vis., 8.08 kw aur., HAAT: 930 ft.; ant. height above ground: 1,000 ft. Address: P.O. Box 10743, Chicago 60610. Colon has no other broadcast interests. Filed Dec. 16.

■ Milwaukee—George Fritzinger seeks ch. 58; ERP: 5,000 kw vis., 500 kw aur., HAAT: 806 ft.; ant. height above ground: 833.5 ft. Address: 6735 Yucca St., Los Angeles 90028-4691. Principal is vice president and 30% owner of WKAF(TV)[CP] Syracuse, N.Y., and WGGF(TV)[CP] Lebanon, Pa. He also has filed 100 MMDS app.'s; 59 LPTV app.'s, and six cellular app.'s. Filed Dec. 19.

■ Milwaukee—Glory Ministries seeks ch. 58; ERP: 5,000 kw vis., 500 kw aur., HAAT: 908 ft.; ant. height above ground: 902 ft. Address: P.O. Box 17333, Milwaukee 53217. Counsel: Gammon & Grange (Washington). Principal is headed by Molly A. Cornell, president, and has no other broadcast interests. Filed Dec. 19.

■ Milwaukee—Greater Milwaukee Broadcasting seeks ch. 58; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,398.9 ft.; ant. height above ground: 1,474.8 ft. Address: 208 McFee Road, Knoxville, Tenn. Principal is owned by Dorothy A. Vaughn, who has no other broadcast interests. Filed Dec. 22.

■ Milwaukee—Milwaukee Broadcasting Limited Partnership seeks ch. 58; ERP: 5,000 kw vis., 500 kw afr., HAAT: 838 ft.; ant. height above ground: 882 ft. Address: P.O. Box 1605, Milwaukee 53201. Principal is 51% owned by Gary R. George, general partner. Limited partners, brothers David and James Carley (24.5% each), also have interest in CATV covering Madison, Wis., and surrounding communities. Filed Dec. 19.

■ Milwaukee—TV58 Ltd. seeks ch. 58; ERP: 5,000 kw vis., 500 kw aur., HAAT: 884 ft.; ant. height above ground: 909 ft. Address: 5555 N. Port Washington Road, Suite 208, Milwaukee 53217. Voting stock of principal is equally

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The Fifth Estate

Broadcasting ␣ Jan 16

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Vol. 106 No. 3

Broadcasting Jan 16

INTV convenes in Los Angeles ☐
First-quarter network advertising sales shining ☐
Warner Amex trims back in Milwaukee ☐

WARNER WITHDRAWAL ☐ Warner Amex Chairman Drew Lewis announces proposal to scale down building of cable franchise in Milwaukee. Dallas next. Qube viability brought into question. **PAGE 39.**

RELUCTANT SUPPORT ☐ NCTA filing with appeals court asks for FCC to re-examine must-carry rules. **PAGE 40.**

STRONG SALES ☐ First-quarter network advertising sales off to a good start with daytime, evening news and late night topping the list. **PAGE 41.**

YEAREND REVIEW ☐ NAB President Eddie Fritts reflects on his sometimes turbulent first year in office on eve of NAB board meeting. **PAGE 42.**

MORE INFIGHTING ☐ Warner, Chris-Craft and Murdoch continue chess game for control of Warner Communications. **PAGE 44.**

BURNING THE UNDERBRUSH ☐ FCC votes to scrap regional concentration rule for broadcast stations. **PAGE 45.**

PROGRAMING MISFIRE ☐ NBC Entertainment President Tartikoff admits that network misjudged marketplace with fall product; vows mid-season replacements will show improvement. **PAGE 46.**

DBS UPDATE ☐ Where things stand and who has what in the DBS sky. **PAGE 48.**

INTV 1984 ☐ Independent television station business is better than ever as industry members head to Los Angeles for their annual convention. A look at the business and programing issues independents face along with the convention's agenda and exhibitors. **PAGES 51-82.**

PARAMOUNT IN THE 80'S ☐ Major Hollywood production studio is putting its eggs in many baskets as the multiplicity of video outlets grows. **PAGE 90.**

CHANGING WOLD ☐ Wold Communications looks for new opportunities in the post-Bell era. **PAGE 118.**

PRESS PRONOUNCEMENT ☐ Representatives of 10 media groups announce set of principles for press access to military operations. **PAGE 122.**

SACKCLOTH AND ASHES ☐ USIA director Wick admits mistake in taping, as he turns over their contents to congressional committees. **PAGE 124.**

REWRITE RECALL ☐ FCC Chairman Fowler tells state broadcasters that revision of Communications Act is desirable but not as some in the House intend. **PAGE 134.**

TEXCAB ☐ Texas Cable Show set to open in San Antonio. **PAGE 139.**

PUTTING ON THE HITS ☐ Michael Joseph, a man with a taste for classical music, has spent his life turning radio stations around with a top hits format. **PAGE 167.**

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Sorting out the DBS proposals

While eight companies have FCC approval to launch the new direct-to-home service, how many will survive is not clear

If plans always became reality, homes equipped with small, low-cost earth stations within the continental U.S. (CONUS) would be able to receive up to 43 channels of television beamed from high-power communications satellites by the end of this decade.

The eight companies authorized by the FCC in late 1982 to enter the direct broadcast satellite business have proposed building and launching 21 satellites to offer 43 channels of national service.

But, as entrepreneurs of the Fifth Estate know as well as those in other industries, plans are as likely to become so much scrap paper as they are reality. No one knows how many of the eight will go ahead with its plans and no one knows how many channels, if any, Americans will be able to receive from broadcast satellites in 1990.

So far, of the eight, only Comsat and its Satellite Television Corp. have shown that they have what it takes to move their plans from the drawing board to the field. Comsat has been working (and pouring millions of dollars into) the project since 1978. STC has awarded a contract to RCA Astro-Electronics for the construction of two three-transponder satellites it needs to broadcast six channels of service in the eastern half of CONUS beginning in 1986 as the first phase of a six-channel national service. To protect its market and gain some operational experience, STC plans to lease five transponders on SBS IV, a medium-power fixed satellite, to offer a five-channel service in the Northeast starting later this year. The urgency of getting into the market early was underscored last November when United Satellite Communications Inc. launched a medium-power DBS service using the Canadian fixed satellite, Anik C-II.

CBS looks as though it might go ahead in partnership with STC. By combining their systems, CBS and STC could offer up to 12 channels of service by the end of 1987 to the eastern half of CONUS and later to the entire CONUS. (CBS has long envisioned DBS as a medium for high-definition television and has developed a system for broadcasting HDTV over two not-necessarily-contiguous DBS channels. An HDTV service could be phased in over time since the HDTV signal would be compatible with conventional DBS receivers.)

How serious CBS is about its plans is difficult to determine. It told the FCC two weeks ago that it had signed a contract with TRW Inc. for the construction of its first (eastern half of CONUS) satellite, which would cost between $75 million and $100 million. But the contract appears at this point to be nothing more than a relatively modest agreement by which TRW will continue its development work on the satellite pending CBS's final decision on whether to go ahead with its plans.

DBS channels by orbital slot

	Eastern half of CONUS (Degrees West Longitude)			*Western half of CONUS (Degrees West Longitude)*	
	101	**110**	**119**	**148**	**157**
CBS	6	—	—	6	—
DBSC	10	—	—	10	—
Graphic	—	—	2	2	—
RCA	6	—	6	6	6
STC	6	—	—	6	—
USSB	6	—	—	6	—
VSS	—	—	6	6	—
Western Union	—	4	4	4	4
Totals	34	4	18	46	10

The only other authorized DBS companies showing signs of one day being in the DBS business are United States Satellite Broadcasting and Direct Broadcast Satellite Corp. USSB, a subsidiary of Hubbard Broadcasting, and DBSC have been actively searching for investors. DBSC has signed a $240-million "memo of understanding" with Ford Aerospace for the contruction of two high-power satellites. While willing to go ahead with some of the spadework, Ford apparently will not begin building the satellites until DBSC comes up with some money and a firm contract is signed.

Of the remaining four companies, Western Union and RCA Americom certainly have the money, but they have yet to show a willingness to spend it on their DBS systems. Video Satellite Systems and Graphic Scanning Inc. have presented no evidence of moving forward on their plans.

When the FCC granted the eight permission to build the first of their satellites in 1982, it set a deadline by which the eight had to have awarded contracts for their satellites or started construction of their satellites. Only STC has satisfied the "due diligence" test. A company's failure to meet the deadline means loss of its construction permit. After one extension, the deadline is now July 17.

At the Regional Administrative Radio Conference in Geneva last summer, the U.S. was allocated 32 channels at eight different orbital slots. For various technical and economic reasons, most of the DBS companies have requested oribital slots at 101 degrees west longitude to serve the eastern half of CONUS or the Eastern and central time zones and at 148 degrees to serve the western half of CONUS or the mountain and Western time zones. Five companies requested 34 channels at 101 degrees and eight asked for 46 at 148. □

Up in the air with DBS

DBS permittee	*Operational satellites*	*Transponders per satellite*	*Coverage of each satellite*	*Channels of service*	*Orbital slots (west longitude)*
CBS	2	6	Half CONUS *	6	101,148
DBSC	2	10 [1]	Half CONUS	10 [1]	101,148
Graphic	2	2	Half CONUS	2	119,148
RCA	4	6	Time zone	6	101,119,148,157
STC	3 or 4 [2]	3 or 6 [2]	Half CONUS	6	101,148
USSB	2	6	Half CONUS [3]	3 [3]	101,148
VSS	2	6	Half CONUS	6	119,148
Western Union	4	4	Time zone	4	101,119,148,157

* CONtinental U.S.

[1] Each of DBSC's two satellites is designed to broadcast six channels of service to half of CONUS and four additional channels to three discrete regions within the primary service area through three spot beams.

[2] STC plans to provide six channels of service to the Eastern half of CONUS through two co-located three-transponder satellites at 101 degrees west longitude; it plans to provide similar service to western half of CONUS through two three-transponder satellites or, more likely, one six-transponder satellite at 148 degrees.

[3] Each of USSB's two six-transponder satellites is designed to provide three channels of service in each of two time zones. The satellite at 101 degrees west longitude, for instance, would broadcast three channels to Eastern time zone and three channels to central zone.

commercial product in the mix of work that we do."

The latest in this vein is an order from CBS-TV for a 12-hour mini-series, *Space*, being written by Stirling Silliphant for broadcast during the 1984-85 season.

Apart from *Space*, Paramount has four series pilots on order or in development for ABC, two for CBS, and the possibility of NBC reviving *Live... in Person*, a short-order variety series that aired on the network last September during prime time.

In network prime time, Frank concedes Paramount has recently had its share of ups and downs. "I would like to be stronger than we are now," he says. "I am hopeful that we will be by the time we get to next fall." Paramount's network television division, headed by Richard Weston, produces five half-hour comedies currently airing: *Happy Days* and *Webster* on ABC; *Cheers* and *Family Ties* on NBC. It is widely rumored that *Happy Days*, which has become the longest-running series on the air with 255 episodes (four more than *M*A*S*H*), will not be back next fall. Officially, no decision has been made. *Happy Days* has been a profit center for Paramount, drawing record prices in off-network syndication and spawning such prime time spin-off series as *Mork and Mindy*, *Joanie Loves Chachi* and *Laverne & Shirley*. Other off-network product currently includes *Taxi*, *Star Trek* and will soon include *Family Ties* and *Cheers*.

Although Paramount is not afraid to spend money on its original programing—the studio claims to lavish $21 million a year on *Entertainment Tonight* and *Entertainment This Week*—its executives are pragmatic.

"We are in the process of building three [video] tape stages on our lot," Frank points out. "This is the first phase of a major conversion to tape at Paramount." Frank also feels Paramount is "tremendously more efficient" than the networks in program production. Asked about the trend among some nonnetwork producers to go outside the country, Frank insisted that his studio "is not

CBS wins week, NBC's 'Riptide' moves network into second

Due to big wins on Monday and Tuesday nights provided by the Orange Bowl football game and a special two-hour premiere of a new series called *Riptide*, NBC was able to nudge ABC out of second place and close the week ending Jan. 8 one-half of a rating point ahead of ABC with a 16.5 rating and a 25 share. According to Nielsen, CBS came in first with a 19.1/29 for the 15th week of the 1983-84 season, while ABC came in third with a weekly prime time average of 16/24.

CBS won Thursday, Friday and Sunday, while Wednesday and Saturday went to ABC and NBC took Monday and Tuesday. In the past 15 weeks, CBS has won 12 and ABC has won three.

Six of the top 10 shows were CBS's, while three were NBC's and one was ABC's. Season-to-date averages for CBS are 18.2/29, for ABC 17.27 and for NBC 15.1/24.

In the evening news race, CBS maintained its decisive lead with a 15/25, compared to ABC 12.2/20 and NBC's 11.8/20.

NBC captured Monday night (Jan. 2) with its carriage of the Orange Bowl (23.5/38), yielding it a 23/33.2 for the evening. ABC's carriage of the Sugar Bowl did considerably less (8.8/13), yielding that network its third-place position for the evening with an average 8.6/12.3. CBS, with ninth-ranked *AfterM*A*S*H* in the lineup, pulled up second with 20.9/30.5.

Powered by the third-ranked *A Team* (25.3/36) and the 12th-ranked *Riptide* premiere (22.3/35), NBC placed first Tuesday night with an average 23.3/35.4. With no shows in the top 20, ABC placed second with 17/25.4 and CBS third with 13.8/20.3.

Wednesday went to ABC, fueled by fifth-ranked *Dynasty* (23.9/35) and 14th-place *Hotel* (21.8/36) following to give it an average for the night of 22.1/33.9. Two premieres on CBS, *Domestic Life* (15.3/23) and *Empire* (14.3/21) lost out to ABC's *Fall Guy* (20.6/31). NBC's premiere of *Night Court* (16.9/25) ranked 36th for the week, and helped to yield NBC an average of 15.2/23.3 for the night, behind CBS's 16/24.6.

Second-place *Simon & Simon* (25.4/38) and fourth-place *Magnum P.I.* (24.5/36) plus 15-ranked *Knot's Landing* (21.8/36) catapulted CBS into first place Thursday night with an average 23.9/36.7. NBC, with its Wednesday lineup never falling below a 23 share, averaged a 16.5/25.3 over ABC's 13/19.6.

Elevated by first-place *Dallas* (25.4/39) and 11th-ranked *Falcon Crest* (22.5/38) gave CBS Friday night with an average 22.2/35.3 compared to ABC's 17.7/28.5 and NBC's 9.6/15.3. But ABC's *Benson* earned its highest rating of the season (19.1/30) as did *Webster* following it (19.9/31) to win their half-hour 8-9 p.m. time period against the *Dukes of Hazzard* on CBS and "The Jerk," the Friday movie of the week on NBC.

In a night when each of the networks followed their normal lineups and didn't introduce any new programs, Saturday night went to ABC with an average 18.9/31.1, while CBS came in second with 15.6/25.2 and NBC third with 12.3/20.2.

With a strong Sunday lineup of regular series programing that never dipped below a 26 share and which included sixth-ranked *60 Minutes*, CBS won the night with an average 20.9/31.5. NBC's Sunday night movie, "Bronco Billy" (15.7/25) was able to beat out "Slap Shot" on ABC (15/24), NBC averaged 15.8/23.8 compared to ABC with 14.9/22.3. □

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	25.4/39
2.	Simon & Simon	CBS	25.4/38
3.	A Team	NBC	25.3/36
4.	Magnum, P.I.	CBS	24.5/36
5.	Dynasty	ABC	23.9/35
6.	60 Minutes	CBS	23.6/36
7.	Orange Bowl	NBC	23.5/38
8.	Newhart	CBS	23.5/33
9.	AfterMASH	CBS	23.5/33
10.	AFC Championship 7-7:18	NBC	22.9/37
11.	Falcon Crest	CBS	22.5/38
12.	Riptide	NBC	22.3/35
13.	Jeffersons	CBS	22.3/32
14.	Scarecrow & Mrs. King	CBS	21.9/31
15.	Knots Landing	CBS	21.8/36
16.	Hotel	ABC	21.8/36
17.	Rose Bowl	NBC	21.1/30
18.	Trapper John, M.D.	CBS	20.9/34
19.	Love Boat	ABC	20.8/33
20.	Fall Guy	ABC	20.6/31
21.	Webster	ABC	19.9/31
22.	Goodnight, Beantown	CBS	19.6/29
23.	Cheers	NBC	19.6/28
24.	T.J. Hooker	ABC	19.2/31
25.	Facts of Life	NBC	19.2/28
26.	Embarrassing Moments	ABC	19.2/27
27.	Benson	ABC	19.1/30
28.	Dukes of Hazzard	CBS	18.6/29
29.	Three's Company	ABC	18.6/27
30.	One Day At A Time	CBS	18.5/26
31.	Death Hunt	CBS	18.3/30
32.	Alice	CBS	18.0/26
33.	Blue Thunder	ABC	17.9/28
34.	Knight Rider	NBC	17.5/25
35.	Emerald Point, N.A.S.	CBS	17.2/27
36.	Night Court	NBC	16.9/25
37.	Hardcastle & McCormick	ABC	16.9/24
38.	Fantasy Island	ABC	16.8/29
39.	Gimme A Break	NBC	16.7/25
40.	The Gauntlet	CBS	16.6/26
41.	Family Ties	NBC	16.4/24
42.	Oh Madeline	ABC	16.3/25
43.	Real People	NBC	16.1/24
44.	Matt Houston	ABC	15.8/27
45.	Bronco Billy	NBC	115.7/25
46.	Hill Street Blues	NBC	15.6/26
47.	Domestic Life	CBS	15.3/23
48.	Buffalo Bill	NBC	15.3/23
49.	AFC Championship Post	NBC	15.0/24
50.	Slap Shot	ABC	15.0/24
51.	Diff'rent Strokes	NBC	14.7/24
52.	Hart to Hart	ABC	14.3/23
53.	20/20	ABC	14.3/23
54.	Empire	CBS	14.3/21
55.	Silver Spoons	NBC	14.0/22
56.	Last of Survivors	CBS	13.8/21
57.	Andy Rooney Takes Off	CBS	13.7/19
58.	Automan	ABC	13.0/19
59.	Ripley's Believe It Or Not	ABC	12.2/19
60.	We Got It Made	NBC	11.6/19
61.	Masquerade	ABC	11.6/17
62.	St. Elsewhere	NBC	11.4/19
63.	Mama's Family	NBC	11.4/18
64.	Yellow Rose	NBC	11.0/19
65.	Whiz Kids	CBS	10.1/16
66.	New Show	NBC	9.7/16
67.	The Jerk, Too	NBC	9.6/15
68.	Sugar Bowl	ABC	8.8/13
69.	First Camera	NBC	7.4/11

* Rating represents average of game runover plus 4-minute post-game show

owner of permittee of WTUV-TV Utica, N.Y. Russell Kimble is 45.3% owner of WCGR(AM)-WFLC-FM Canandaigua, N.Y. Russell Kimbel is 25% owner and Alan Gerry, half owner of WQNY-FM Ithaca, N.Y. Principals also have interest in applicants for new AM's at Cohoes and Canton, N.Y.; for new FM's at Sanibel, Fla., and Honolulu; and for new TV's at Ithaca and Jamestown, both New York. Filed Jan. 4.

■ Burlington, N.J.—BCT Communications seeks to operate facilities formerly occupied by WKBS-TV Burlington (ch. 48). Address: 120 E. 56th St. #340, New York. Counsel: Flood, Bechtel, Ward & Cole (Washington). Principal is equally owned by Susan K. Couch, Gail Trell Barker and Arthur Taylor. Couch is vice president, marketing services, Warner Amex Cable Communications. Barker is former vice president, sales and marketing, CBS Radio. Taylor is former president of CBS Inc., the Entertainment Channel, and is consultant to and executive of Rockefeller Center Inc., silent parent of Arts & Entertainment Channel. Couch and Barker also have interest in Women Owning Radio, which has filed app. mutually exclusive with pending renewal app. for WOR(AM) New York. Filed Jan. 4.

■ Burlington, N.J.—Brunson Communications Inc. seeks deleted facilities of WKBS-TV Burlington (ch. 48). Address: 2108 Dennison St., Baltimore 21216. Principal is owned by Doroth E. Brunson, who also owns WEBB(AM) Baltimore and WIGO(AM) Atlanta. Filed Jan. 4.

■ Burlington, N.J.—Burlington TV Inc. seeks deleted facilities of WKBS-TV Burlington (ch. 48). Address: 5729 Western Ave., N.W. Washington. Counsel: Lawrence Roberts (Washington). Principal is owned by Nancy J. Davis, who has no other broadcast interests. Filed Jan. 4.

■ Burlington, N.J.—Angelo Roman seeks deleted facilities of WKBS-TV Burlington (ch. 48). Address: 601 Adams Ave., Philadelphia 19120. Principal has no other broadcast interests. Filed Jan. 3.

■ Burlington, N.J.—Spanish International Communications Corp. seeks ch. 48, ERP: 676 kw vis., 67.6 kw aur., HAAT: 720 ft. Address: 460 W. 42d St., 4th floor New York 10036. Counsel: Norman P. Leventhal. Principal is owned by Raynold V. Anselmo, president (24%); Frank L. Fouse (25%); Laura Investment Co. (20%), and 25 others. Laura Investment is equally owned by Carmela A. Burillo, Laura A. de Wachsman and Emilio Azcarraga, all of Mexico City, Mexico. SICC owns five television stations: KWEX-TV San Antonio, Tex.; KFTV(TV) Hanford, Calif.; KMEX-TV Los Angeles; WLTV(TV) Miami, and WXTV(TV) Patterson, N.J. Some of principals of SICC, including Anselmo, Daniel D. Villanueva, vice president, and Emilio Nicolas, vice president and treasurer, also have controlling interest in Bahia de San Francisco, Television Co., licensee of KDTV(TV) San Francisco and KTVW-TV Phoenix. SICC, which has served Philadelphia area with translator on ch. 35, which it will soon have to vacate for full power noncommercial facility, has requested waiver of station ownership limit. Filed Jan. 4.

■ Burlington, N.J.—Western Pa. Christian Broadcasting Co. seeks facilities of WKBS-TV Burlington (ch. 48). Address: Channel 40 Building, Wall, Pa. 15148. Principal is licensee of WPCB-TV, Greensburg (Pittsburgh), Pa. R. Russel Bixler is president. Filed Jan. 3.

■ *Ponce, P.R.—Ana G. Mendez Educational Foundation seeks ch. 26, ERP: 384 kw vis., 38.46 kw aur., HAAT: 907 ft.; ant. height above ground 162 ft. Address: P.O. Box E, Rio Piedras, P.R. 00928. Principal is nonprofit corporation, headed by board of trustees. Armando Figueroa-Toro, public account, is chairman. It is licensee of *WMTJ(CP) Fajardo, P.R. Station would serve as satellite of WMTV(CP). Filed Jan. 4.

■ Big Spring, Tex.—Way of the Cross of Odessa seeks ch. 14; ERP: 5,00 kw vis., 500 kw aur., HAAT: 1397.8 ft.; ant. height above ground: 1,462.4 ft. Address: P.O. Box 5778 Clearwater, Fla. 33518. Principal is religious nonprofit corporation headed by Roger McDuff, president and Dave Roever, vice president. Way of the Cross and McDuff also have app.'s for other new TV's, including Jackson, Mich. (see above). Filed Jan. 5.

■ Corpus Christi, Tex.—Way of the Cross of Corpus Inc. seeks ch. 38; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,404.9 ft.; ant. height above ground 1420.4 ft. Address: 1677 Margate Drive, Lexington, Ky. 40505. Principal is nonprofit religious corporation headed by Roger McDuff, president, and John H. Leland, vice president. Way of the Cross and MdDuff also have app.'s for other new TV's, including Jackson, Mich. (see above). Filed Jan. 5.

■ Logan, Utah—Logan Television Company seeks ch. 12; ERP: 316 kw vis., 32 kw aur., HAAT: 1,995 ft.; ant. height above ground: 238 ft. Address: 9779 Whiskey Run, Laurel, Md. 20707. Principal is owned by Barbara Chavez (100% voting; 20% equity) and Robert Vinson (80% equity). It is also applicant for new TV at Seaford, Del. ("For the Record," Jan. 9).

Ownership changes

Applications

■ KMEN(AM) San Bernardino and KGGI(FM) Riverside, both California (1290 khz, 5 kw-U; FM 99.1 mhz, 4.1 kw, HAAT: 1,534 ft.)—Seeks assignment of license from Lincoln and Sylvia Dellar to Commonwealth Broadcasting Co. for $5 million, including real estate and $750,000 noncompete agreement. Sellers, husband and wife, also own KPRL(AM)-KDDB(FM) Paso Robles, Calif. Buyer is owned by general partners: Claude C. Turner, Michael T. Thorsnes, Vincent J. Bartolotta, John F. McGuire and Michael D. Padilla. Turner (professional name: Dex Allen) is general sales manager at KSON-AM-FM San Diego. He also has 20% interest in KKBZ-AM-FM Santa Paula, Calif., and owns one third of applicant for new FM's at Glendale and Yuma, both Arizona. Others are partners in San Diego law firm bearing their names. Filed Dec. 15.

■ KYNO-AM-FM Fresno, Calif. (1300 khz, 5 kw-D, 1 kw-N; FM: 95.5 mhz, 50 kw, HAAT: 320 ft.)—Seeks assignment of license from Radio KYNO Inc. to Brown Broadcasting Co. for $2.5 million plus quick assets. Seller is owned by L. E. Chenault, co-chairman of Drake-Chenault Enterprises Inc., Los Angeles-based radio program producer. Buyer is owned by Willet H. Brown (70%), his son Michael J. Brown (25%) and Philip A. Melrose (5%). Willet Brown owns KPQP(AM)-KGB-FM San Diego, and with daughter, Laurie Kim, and Michael Brown also owns KXOA-AM-FM Sacramento, Calif. Melrose is general manager of KXOA. Filed Dec. 22.

■ KGOE(AM) Thousand Oaks, Calif. (850 khz, 500 w-D, 250 w-N)—Seeks assignment of license from Conejo Broadcasting Inc. to Comedy Broadcasting Co. for $750,000—$347,000 cash, $253,000 note and $150,000 noncompete agreement—including real estate. Seller is principally owned by Roger Soares and James Simon. Soares is Wallkill, N.Y., businessman, who has no other broadcast interests. Simon is news announcer at KYA(AM) San Francisco. Buyer is limited partnership owned by Ira Barmak, general partner, and 13 limited partners. Barmak is Beverly Hills, Calif., doctor with no other broadcast interests. Filed Dec. 19.

■ KLGT(FM) Breckenridge, Colo. (102.3 mhz, 3 kw, HAAT: 230 ft.)—Seeks assignment of license from Summit Communications to Summit Broadcasting for $850,000, including $126,250 noncompete agreement. Seller is owned by Alfred C. Sikes; his wife, Martha H., and J. Neal Ethridge and his wife, Betty. Alfred Sikes and J. Neal Ethridge also have interests in KRMS(AM)-KYLC(FM) Osage Beach, KJAS(AM) Jackson and KJAQ(FM) Gordonville, all Missouri. With their wives, they are 40% owners of KGBX(AM) Springfield, Mo. Buyer is 60% owned by Ronald L. Fowler, San Diego-based beer distributor with no other broadcast interests. Other owners are L. Robert Payne and J. Allan Johnson (20% each). Filed Dec. 28.

Summary of broadcasting
as of October 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,726	166	4,892
Commercial FM	3,490	425	3,915
Educational FM	1,104	181	1,285
Total Radio	9,320	772	10,092
FM translators	741	423	1,164
Commercial VHF TV	536	19	555
Commercial UHF TV	334	200	534
Educational VHF TV	107	5	112
Educational UHF TV	172	22	194
Total TV	1,149	246	1,395
VHF LPTV	179	80	259
UHF LPTV	66	71	137
Total LPTV	245	151	396
VHF translators	2,831	206	3,037
UHF translators	1,850	342	2,192
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WWJF(FM) Fort Lauderdale, Fla. (106.7 mhz, 100 kw, HAAT: 900 ft.)—Seeks assignment of license from WFTL Broadcasting Co. to The Tremont Group for $4.35 million, including $4.18 million note. Seller is headed by buyer, Joseph C. Amaturo, president and holder of approximately 35% of its stock. Other 65% is held by 17 stockholders, none with more than 10% individually held. It is also sold co-located WFTL(AM) ("For the Record," Jan. 2). Buyer is also president of Amaturo Group, which owns KBGT(TV) Albion (Lincoln), KWNB-TV Hayes Center, KHGI-TV Kearney and KSNB-TV Superior, all Nebraska; KMJQ-FM Houston, KMJM-FM St. Louis and WDRQ-FM Detroit. Filed Dec. 22.

■ WCCF(AM)-WQLM(FM) Punta Gorda, Fla. (1580 khz, 1 kw-D; 92.7 mhz, 3 kw, HAAT: 156 ft.)—Seeks assignment of license from DeBeau Broadcasting Inc. to Ogden Broadcasting of Fla. Inc. for $1,175,000—$450,000 cash and $725,000 note—plus $275,000 noncompete agreement. Seller is owned by Larry DeBeau and wife, Mildred M. They have no other broadcast interests. Buyer is subsidiary of The Ogden Newspapers Inc., Wheeling, W. Va.-based publisher of 15 newspapers. Owned by G. Ogden Nutting, president and treasurer, and 17 others, it also owns WGSN(AM)-WNMB-FM North Myrtle, S.C.; WAMT-(AM)-WAJX(FM) Titusville, Fla., and WTON(AM) Staunton, Va. It is also applicant for four LPTV's. Filed Dec. 29.

■ WAMR(AM)-WRAV(FM) Venice (Sarasota), Fla. (1320 khz, 5 kw-D, 1 kw-N; FM: 92.1 mhz, 3 kw; HAAT: 315 ft.)—Seeks assignment of license from Venice-Nokomis Broadcasting Co. to Florida Broadcasting Group Inc. for $2.1 million. Seller is owned by Florence Rhodes (80%) and husband, Larry (20%). They have no other broadcast interests. Buyer is owned by James E. Oglesby and Asis Saha (40% each), Doyle Hadden and Bradley J. Davis (10% each). Oglesby and Saha are physicians in Orlando, Fla., area. Hadden is account executive at WBJW(FM) Orlando. Davis is Orlando attorney. Filed Dec. 16.

■ KIPO-AM-FM Lihue, Hawaii (1350 khz, 5 kw-U; FM: 93.5 mhz, 110 w, HAAT: 1,590 ft.)—Seeks transfer of control of Kuai Broadcasting Inc. from Michael M. Lochrie, Ernest McKie and Nancy Lochrie (42.72% before; none after) to Nanette Slavin (17.17% before; 59.59% after) for $84,000. Buyer has no other broadcast interests.

■ WJBM-AM-FM Jerseyville, Ill. (1480 khz, 500 w-D; FM: 104.1 mhz, 50 kw, 380 ft.)—Seeks assignment of license from Tri-County Broadcasting Co. to Jerseyville Broadcasting Inc. for $1 million cash. Sale is contingent on FCC approval of application to move FM transmitter and tower. Seller is majority owned by Janet A. Gorecki. Neither she nor other owners have other broadcast interests. Buyer is equally owned by Saul Rosenzweig and family, and Bernard Koteen and his wife, Shirley. Rosenzweig is former vice-president of KPLR-TV St. Louis and president of Figgie Communications Inc., subsidiary of Figgie Holdings Inc., publicly owned manufacturer, which last year sold WLIX-TV Onondaga, Mich., for $20.5 million ("Changing Hands," April 8, 1983), and is assignee, subject to FCC approval, of WFWY-TV(CP) Syracuse, N.Y. (see below). Bernard Koteen is Washington communications attorney. Shirley Koteen is art consultant. Filed Dec. 6.

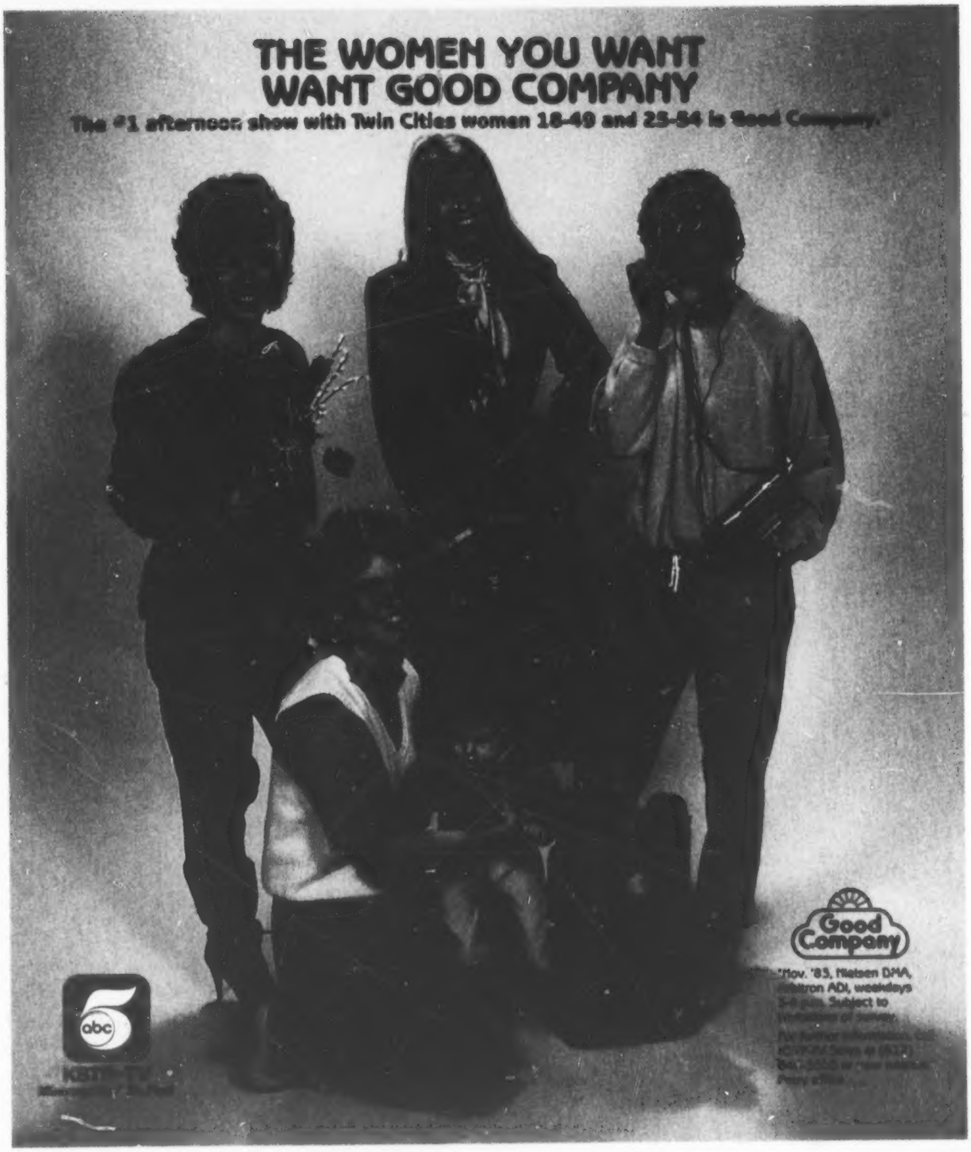
■ KLBA(AM) Albia, Iowa (1370 khz, 500 W-D)—Seeks assignment of license from Albia Broadcasting Inc. to H&H Broadcasting Corp. for $75,000, including seven-year noncompete agreement. Seller is owned by Gerald H. Estel (50%), V. Jean Rosenboom and Marvin Rosenboom (25% each). Buyer is owned by John Raymond Hallstrom (27.5%); his wife, Louis G. (20%); their daughter, Janet (5%); Lewis A. Hale (27.5%), and his wife Betty L. (20%). John Hallstrom is also 14% owner of KSMX(FM) Ft. Dodge, Iowa. Filed Dec. 29.

■ KBIZ(AM) Ottumwa, Iowa (1240 khz, 1 kw-D, 250 w-N); KTVO(TV) Kirksville, Mo. (Ottumwa, Iowa) (ABC, ch. 3, 100 kw vis., 14.3 kw aur., HAAT: 1,080 ft.; ant. height above ground 1,101 ft.) ; WOKR(TV) Rochester, N.Y. (ABC, ch. 13, 316 kw vis., 47.9 kw aur., HAAT: 500 ft., ant. height above ground 363.5 ft.); WAYY(AM) Chippewa Falls, Wis. (1150 khz, 5 kw-D); WAXX(FM)-WEAU-TV Eau Claire, Wis. (104.5 mhz, 100 kw, HAAT: 1,830 ft.; TV: NBC, ch. 13, 316 kw vis., 28.8 kw aur., HAAT: 1,990 ft.; ant. height above ground, 2,000 ft.); WLUK-TV Green Bay, Wis. (ch. 11, 316 kw vis., 47.4 kw aur., HAAT: 1,260 ft.; ant. height above ground 1,159 ft.), and WLUC-TV Marquette, Mich. (CBS, ABC, ch. 6, 100 kw vis., 20 kw aur., HAAT: 978 ft., ant. height above ground 1,018 ft.)—Seek transfer of control of Post Corp. Stations from V.I. Minahan, Roger C. Minahan, David L. Nelson et al. to Gillette Communications Inc. for $118,550,000—$65 per each of 1,823,846 shares outstanding. Seller is publicly

1/24/84
C1750-1

The Fifth Estate

Broadcasting ϟ Jan 23



THE WOMEN YOU WANT
WANT GOOD COMPANY

The #1 afternoon show with Twin Cities women 18-49 and 25-54 is Good Company.*

*Nov. '83, Nielsen DMA, Arbitron ADI, weekdays 3-4 p.m. Subject to limitations of survey.

For further information, call [illegible]

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53d Year 1984

Vol. 106 No. 4

Broadcasting ⚡ Jan 23

Summers named NAB's chief lobbyist
Sony wins Betamax case □ INTV in Los Angeles
Top 50 broadcast advertising agencies

LOOK INSIDE □ NAB chooses its executive vice president, general manager, John Summers, for chief lobbyist post. Budget approved, Hill course charted among other decisions emanating from joint board meeting in Hawaii. **PAGE 35.**

CONSUMER VICTORY □ Supreme Court decides that home videotaping is legal. Decision is expected to ignite battle on Capitol Hill to compensate copyright owners. **PAGE 37.**

TEXCAB PREOCCUPATION □ Warner Amex cutbacks in major cities are major topic of concern during Texas Cable Show. **PAGE 38.**

BUSY MARKET □ First-run programing is the biggest crop in years, observers say, as INTV ends; NATPE is just around the corner. **PAGE 40.**

MURDOCH CHECK □ Warner and Chris-Craft complete exchange of stock in move seen to make it more difficult for Rupert Murdoch to gain control of Warner. **PAGE 41.**

MULTIPLE COMMENTS □ FCC receives avalanche of testimony on ways to lift ownership limits on broadcasters. **PAGE 42.**

TOP 50 □ Young & Rubicam again tops list of leading advertising agencies with radio, TV and cable billings. **PAGES 47-60.**

HAVING A PARTY □ The Association of Independent Television Stations celebrates in Los Angeles with its largest gathering. **PAGE 62.** Industry leaders wrestle with next year's scheduling of INTV and NATPE. **PAGE 64.** Burch gives status report on fin-syn. **PAGE 68.** Programers tell independents to be patient with first-run fare. **PAGE 70.** Original product seen as easing program shortage. **PAGE 74.** Advertisers and sellers hash out differences. **PAGE 78.** INTV looks at sports, getting stations on the air, sales and news. **PAGES 80-82.**

INTELSAT SCORE □ Intelsat aims to head off competition as it heads into 21st year. **PAGE 84.**

DALLAS SHOWDOWN □ Drew Lewis makes proposal to scale down Warner's cable system in Dallas. **PAGE 86.**

TINKER HERE □ NBC chairman admits disappointment with fall schedule, vows network will do better. **PAGE 89.**

MUST-CARRY CASE □ Quincy, Wash., cable operator takes case for deleting must-carry stations to appeals court. **PAGE 91.**

CONVENTION ADVANCES □ National Religious Broadcasters and Radio Advertising Bureau's Managing Sales Conference prepare for respective meetings. **PAGE 94.**

PBS DEBATE □ Koppel and Donahue lead eight Democratic candidates through first debate of political season. **PAGE 101.**

WORTHY GOALS □ Mimi Dawson is defining her role as FCC commissioner through strong stands and a commitment to making "real contributions" to the industry. **PAGE 127.**

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Special Report

BROADCASTING'S
TOP 50
AGENCIES

- Admarketing
- Advanswers Media Programing
- Ally & Gargano
- NW Ayer
- Backer & Spielvogel
- Ted Bates
- BBDO
- Benton & Bowles
- Bozell & Jacobs
- Leo Burnett
- Campbell-Ewald
- Campbell-Mithun
- Chiat Day
- Compton
- Cunningham & Walsh
- Dailey & Associates
- Dancer Fitzgerald Sample
- D'Arcy-MacManus & Masius
- Della Femina, Travisano & Partners
- W.B. Doner
- Doyle Dane Bernbach
- A. Eicoff
- William Esty
- Foote, Cone & Belding
- Grey
- HBM Creamer
- Humphrey, Browning, MacDougall
- Jordan, Case & McGrath
- Kenyon & Eckhardt
- Ketchum
- Kornhauser & Calene
- Laurence, Charles & Free
- Marschalk
- MCA
- McCaffrey & McCall
- McCann-Erickson
- Needham, Harper & Steers
- Ogilvy & Mather
- Ohlmeyer
- Rosenfeld, Sirowitz & Lawson
- Ross Roy
- Scali, McCabe & Sloves
- SSC&B
- Tatham-Laird & Kudner
- J. Walter Thompson
- Tracy Locke BBDO
- Waring & LaRosa
- Warwick
- Wells, Rich, Greene
- Young & Rubicam

Top agencies hit $12.5 billion in broadcast billings in '83

Top 50 firms spending up 19% from '82; Y&R leads again with $1 billion; total cable investment runs to $163 million

Combined television and radio billings for the top 50 broadcast agencies soared in 1983 to $12.5 billion, eclipsing the 1982 total by 19%.

BROADCASTING's 32d annual survey found domestic television billings totaling slightly more than $11.2 billion, an increase of 20.4% over TV billings in 1982. Radio expenditures among the top 50 agencies climbed to almost $1.2 billion, an increase of 15.3% over 1982.

For the sixth consecutive year, Young & Rubicam romped off with top honors in the broadcast sweepstakes. This year the agency broke through the billion-dollar level, amassing a total of $1,090,000,000 in domestic TV-radio spending. In the process, Y&R exceeded its 1982 total by $164 million.

In second position was J. Walter Thompson, once the kingpin U.S. broadcast agency but now Y&R's perennial challenger. Thompson trails Y&R by a comparatively modest margin, having wound up 1983 with $995.2 million in TV-radio investment, up $91.8 million from 1982. Retaining the third position was BBDO with $772 million, up $26.7 million from 1982, followed by Leo

BROADCASTING's top 50 advertising agencies

All figures are in millions

Agency	Combined broadcast billings	Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	cable TV	Broadcast percent of agency's total billings	Broadcast billings % change from 1982	Last year's rank
1. Young & Rubicam	$1,090.8	$985.9	$704.9	$281.0	$75.5	$24.3	$51.2	$29.4	63	+ 17.7	1
2. J. Walter Thompson	995.2	917.7	596.7	321.0	63.8	23.0	40.8	13.7	70	+ 10.1	2
3. BBDO	772.0	667.0	401.0	266.0	90.0	27.0	63.0	15.0	60	+ 26.7	3
4. Leo Burnett	624.0	592.0	413.0	179.0	25.0	4.0	21.0	7.0	70	+ 10.4	4
5. Ogilvy & Mather	569.5	535.2	395.3	139.9	27.8	8.2	19.6	6.5	75	+ 21.8	6
6. Dancer Fitzgerald Sample	525.5	489.7	275.3	214.4	24.5	18.8	5.7	11.3	84	+ 7.7	5
7. Grey Advertising	482.6	441.2	323.8	117.4	26.5	2.7	23.8	14.5	60	+ 7.7	7
8. Foote, Cone & Belding	461.0	412.0	272.6	139.4	49.0	13.0	36.0	—	71	+ 24.9	10
9. McCann-Erickson	438.1	400.0	215.0	185.0	34.0	4.0	30.0	4.1	77	+ 45.9	11
10. D'Arcy-McManus & Masius	438.0	363.0	186.0	177.0	75.0	22.0	53.0	—	60	+ 15.2	9
11. Doyle Dane Bernbach	402.0	380.0	247.0	133.0	22.0	—	22.0	—	45	+ 5.1	8
12. Compton	318.0	303.0	240.0	63.0	3.0	3.0	—	12.0	83	+ 90.9	22
13. William Esty	308.0	281.0	189.0	92.0	26.0	5.0	21.0	1.0	55	+ 2.6	12
14. Benton & Bowles	294.1	281.5	153.5	128.0	12.6	0.6	12.0	—	67	+ 6.9	14
15. SSC&B	293.5	272.7	208.4	64.3	20.8	4.7	16.1	—	80	+ 28.9	15
16. Needham, Harper & Steers	291.3	246.9	179.8	67.1	43.5	23.6	19.9	0.9	59	+ 45.1	19
17. Ted Bates	275.7	256.9	152.6	104.3	18.8	12.7	6.1	—	74	– 2.6	13
18. Backer & Spielvogel	269.5	225.0	175.1	49.9	38.5	5.0	33.5	6.0	78	+ 29.1	18
19. Campbell-Ewald	240.0	198.0	158.0	40.0	32.0	6.0	26.0	10.0	62	+ 8.9	16
20. N W Ayer	236.5	205.1	167.6	37.5	30.9	12.0	18.9	0.5	58	+ 8.5	17
21. Wells, Rich, Greene	198.4	170.4	88.6	81.8	22.0	2.0	20.0	6.0	48	+ 5.0	20
22. HBM/Creamer	171.0	150.8	60.9	89.9	17.4	—	17.4	2.9	60	+129.0	35
23. Advanswers/Media Programing	170.2	158.7	108.2	48.5	11.5	1.0	10.5	2.2	77	+ 6.0	23
24. Cunningham & Walsh	164.8	152.0	111.0	41.0	9.4	2.9	6.5	3.4	48	+ 14.6	24
25. Kenyon & Eckhardt	162.6	142.0	88.0	54.0	15.6	1.9	13.7	4.9	68	– 12.6	21
26. Tracy-Locke/BBDO	161.6	132.3	46.5	85.8	29.3	3.2	26.1	—	82	+101.1	34
27. Bozell & Jacobs	158.3	114.6	37.6	77.0	43.7	3.4	40.3	1.3	53	+ 28.1	26
28. Della Femina, Travisano & Partners	155.6	130.0	56.7	73.3	25.0	2.0	23.0	0.6	70	+ 37.7	27
29. Campbell-Mithun	150.3	130.8	43.6	87.2	19.5	1.1	18.4	—	64	+ 19.1	25
30. Admarketing	132.4	127.0	—	127.0	5.0	0.4	4.6	0.4	85	—	—
31. Ally & Gargano	113.7	110.0	54.8	55.2	3.7	—	3.7	—	68	+ 11.8	48
32. W.B. Doner	105.5	74.5	4.5	70.0	30.7	0.7	30.0	0.3	69	+ 21.6	31
33. Marschalk	100.0	93.7	57.3	36.4	6.3	—	6.3	—	49	– 4.1	29
34. Jordan, Case & McGrath	100.0	85.0	50.0	35.0	12.0	4.0	8.0	3.0	68	+ 20.4	32
35. Ketchum Communications	95.1	77.8	24.3	53.5	17.3	—	—	—	40	– 4.2	30
36. Rosenfeld, Sirowitz & Lawson	92.3	83.9	19.5	64.4	8.1	—	8.1	0.3	80	+ 33.3	41
37. Ohlmeyer Advertising	88.0	85.0	83.0	2.0	0.5	—	0.5	2.5	94	+ 45.0	40
38. Scali, McCabe & Sloves	85.0	71.0	24.0	47.0	13.0	1.0	12.0	1.0	55	+ 4.9	33
39. Kornhauser & Calene	82.0	67.7	56.1	11.6	13.1	4.0	9.1	1.2	63	+ 12.8	36
40. Chiat/Day	80.0	75.6	32.0	43.6	4.4	—	4.4	1.0	60	+ 18.3	38
41. Dailey & Associates	79.0	60.0	31.5	28.5	18.5	1.5	17.0	0.5	66	+ 42.4	45
42. MCA Advertising	78.0	72.0	30.0	42.0	3.0	—	3.0	3.0	57	—	—
43. McCaffrey & McCall	73.0	67.5	60.0	7.5	4.5	0.2	4.3	1.0	48	+ 6.3	37
44. Tatham-Laird & Kudner	71.5	69.0	42.0	27.0	2.5	1.5	1.0	—	34	+ 39.2	42
45. Laurence, Charles & Free Inc.	60.0	56.0	31.0	25.0	3.0	0.5	2.5	1.0	31	+ 15.4	49
46. A. Eicoff	58.1	54.1	3.1	51.0	4.0	—	4.0	—	95	+ 8.0	47
47. Waring & LaRosa	53.2	48.8	36.0	12.8	4.0	0.5	3.5	0.4	66	+ 7.2	50
48. Warwick Advertising	52.9	50.1	38.2	11.9	2.5	2.0	0.5	0.3	44	– 4.3	46
49. Ross Roy	51.8	39.1	23.2	15.9	12.7	0.2	12.5	—	42	—	—
50. Humphrey, Browning, MacDougall	51.1	45.0	20.5	24.5	5.5	—	5.5	0.6	51	– 10.7	43

Burnett in fourth with $624 million.

Y&R logged the largest broadcast gain, followed by BBDO and Compton, which increased by $152 million. Other dramatic upward changes were McCann, plus $136.8 million; HBM/Creamer, reflecting the merger of Creamer Inc. with Humphrey, Browning, MacDougall, which added $129 million; Ally & Gargano, up $118 million; Ogilvy & Mather, up $102.3 million; Foote, Cone & Belding, up $92 million, and J. Walter Thompson, up $91.8 million.

Increases in billings were achieved by 44 agencies. Four showed declines in television and radio spending, and two are new to the list. Those losing ground in 1983 were Marschalk, Ted Bates & Co., Ketchum and Warwick Advertising. New to the top 50 compilation for 1983 were MCA Advertising and Admarketing Inc. Dropped from the listing were Eisaman, Johns & Laws and Free & Ginsberg.

Young & Rubicam, with its huge investment in broadcast, captured first place in four categories: total broadcast billings, $1.09 billion; total television, $985.9 million; network TV billings, $704.9 million, and biggest broadcast gain, $164.6 million. Thompson was the frontrunner in spot television with $321 million. BBDO was the kingpin in three classifications: total radio billings, $90 million; spot radio billings, $63 million, and network radio billings, $27 million.

BROADCASTING also questioned the agencies on their investment in cable television. Some reported that spending there was insignificant; others said it was lumped with network or spot television and could not be broken out. Thirty-five of the agencies supplied separate data for cable, totalling $163 million in all. Y&R again led the parade with a $29.4-million commitment to cable, followed by BBDO, $15 million; Grey Advertising, $14.9 million; Thompson, $13.7 million; Compton, $12 million, and Dancer Fitzgerald Sample, $11.3 million.

The following is an alphabetical listing of the top-billing broadcast agencies. The figures were obtained for the most part from the agencies themselves; in others estimates were obtained from various sources.

30

Admarketing □ Los Angeles-based Admarketing is new to the top 50 broadcast agency compilation with $132.4 million in billings. Admarketing is a heavy user of spot radio and television and eschews network television completely. The past year (1983) has been markedly successful for Admarketing in terms of new businesses, having added eight clients to the roster, bringing in more than $35 million in TV-radio expenditures. New clients joining Admarketing during the year included MCA Records, New Horizons Pictures, La Victoria Foods, Mocha Mix nondairy products, Ronco Teleproducts, Breuners Rentals, Kentucky Fried Chicken (southern California and Texas) and Southern California Oldsmobile Dealers. Dropped during the year were two small clients: Airco Technical Schools and Hartman Catalogue. Heavy spot spenders at Admarketing include Air Cal, Jet America, La Victoria Foods, Mocha Mix, Ronco, Tuscan Dairy, Raleigh Hills, Kentucky Fried Chicken and Southern California Oldsmobile Dealers. A number of clients are involved in program sponsorship of the Los Angeles Raiders football games on radio and television.

23

Advanswers Media/Programing Inc. □ Advanswers, the Gardner Advertising Co. subsidiary, increased its broadcast and cable billings by 6% in 1983 to $170.3 million. Accounts added in the past year included new product assignments from Ralston Purina, Johnson & Johnson, McNeil Consumer Products Co., Hollywood Brands Inc. and Southwestern Bell (corporate). The company's cable clients included Southwestern Bell and Ralston Purina Co.

31

Ally & Gargano □ Ally's broadcast expenditures rose by a generous $61 million in 1983 over the estimated $52.5 million of 1982. The agency reported it had landed the Franklin Computer account but resigned Commodore business machines during 1983. Ally has an extensive list of clients active in broadcast, including MCI Communications, Federal Express, Dunkin' Donuts, Saab Scania, Travelers Insurance, Midway Airlines and Puritan Fashions.

20

N W Ayer Inc. □ N W Ayer climbed 8.5% in combined broadcast billings for 1983, posting an estimated figure of $236.5 million. Television billings accounted for $205.1 million while radio and cable expenditures totaled $30.9 million and $500,000 respectively. Among new major accounts added to N W Ayer's fold in 1983 were: Braniff International, Emerson Electric, Zena Jeans, The Sun Co., Texize (a division of Morton-Thiokol), Like Cola (a brand from Seven-Up Co.), NuVision, Walt Disney Home Video and the American Lamb Council. Accounts resigned during the year included Cannon Mills and Howard Johnson—the latter picked up by Campbell-Ewald.

18

Backer & Spielvogel □ Combined broadcast billings for Backer & Spielvogel rose 29.1% to $269.5 million. Total television billings accounted for $225 million; radio, $38.5 million, and cable, $6 million. Major accounts added during 1983 were: AtariTel, a division of Atari Inc.; Miller Brewing Co.; NCR Corp.; Paddington Corp.'s Malibu Rum Liqueur, and Red Lobster Inns of America. The major broadcast client resigned was Seven-Up Co.'s Like Cola brand, which was picked up by N W Ayer.

17

Ted Bates □ Ted Bates's combined broadcast billings in 1983 slipped 2.6% to $275.7 million. Total television billings were $256.9 million ($152.6 million in network and $104.3 million in spot) with radio billings accounting for $18.8 million of broadcast ad expenditures. The agency, however, invested more in network radio—$12.7 million to 1982's $6.2 million—and less in spot—$6.1 million to the previous year's $9.3 million. The only new account signed in 1983 was Pizza Time Theater. Major accounts terminated included Electrolux, Coors, Home Box Office and Cadbury Schweppes. Among the agency's other clients are Colgate, ITT Continental, M&M/Mars, Warner Lambert, Kal Kan, Matsushita, Carter Wallace and Prudential Insurance.

3

BBDO □ The agency was on a new-business spree, landing accounts and products from Scott Towels, Frito-Lay, Gillette, Citibank, Wrigley, Ken-L-Ration Tender Chunks, Xerox Education Publications, Advanced Mobile Phone Service, Home Box Office and Menley & James. BBDO increased its broadcasting expenditures by a resounding $163 million, a 26.7% jump over 1982. Television was the big gainer, accounting for $115 million of added spending. BBDO reported it allotted $15 million to cable last year. Involved in program sponsorships were General Electric, Pepsi-Cola, Gillette and Stroh Brewery. Among BBDO's aggressive TV-radio spenders are Wrigley, Firestone Tire & Rubber, Campbell Soup, Stroh, General Electric, Pepsi-Cola, Lever Bros., Black & Decker, duPont, Pillsbury and Quaker Oats.

14

Benton & Bowles □ The agency's combined broadcast billings for 1983 totaled $294.1 million—up 6.9% over the previous year. As in 1982, the majority of Benton & Bowles's broadcast business went into television—reaching an estimated $281.5 million. The agency invested $153.5 million in network and $128 million in spot. On the radio side, total billings added up to $12.6 million. New accounts in 1983 were: J. Aron, Corning, Arizona Bank and Kidco. The only account resigned was E.F. Hutton. Other Benson & Bowles clients include: Procter & Gamble, General Foods, Richardson-Vicks, Texaco, Morton-Thiokol, Emery and Pinkerton.

27

Bozell & Jacobs □ Broadcast and cable billings for Bozell & Jacobs increased by slightly more than 28% last year, with a total of $158.3 million. Television billings came to $114.6 million, up 25.2%, while radio billings reached $43.7 million, up almost 37%. Cable billings totaled about $1.3 million. The agency gained some 34 new accounts in 1983. Among them: Association of Chicago McDonald's, B. Dalton Bookseller, Bell Atlantic, *Business Week*, Fairchild Aircraft, Life Saver, McDonald's Atlanta, *New York Times*, Sealy, St. Regis Corp. and WOR-TV New York. Among accounts resigned were Ampex Corp., Centel Corp., Coca-Cola Midwest Bottlers, Days Inn of America Inc., Paramount Pictures and Drakes.

4

Leo Burnett Co. □ Burnett strengthened its agency billing with an estimated $79 million during the past year, acquiring such accounts as Beatrice Foods, Samsonite Luggage, Ekrich

Meats, Fisher Nuts and the American Dental Association. Resigned was its portion of Kimberly Clark. Projections of figures for 1983 showed that Burnett allotted $7 million to cable television. Substantial television spenders are Allstate Insurance, General Motors (Oldsmobile), Heinz, Keebler, Kellogg, McDonald's, Maytag, Memorex, Miller Brewing, Nestle, Pillsbury, Procter & Gamble, RCA Corp., Salada Foods, Star-Kist Foods, Union Carbide, Union Oil, United Airlines and Wilson Sporting Goods.

19

Campbell-Ewald □ This agency reported broadcast billings for 1983 of $240 million, up 8.9% over the previous year. Television billings accounted for $198 million ($158 million network and $40 million spot), with $32 million for radio ($6 million network and $26 million spot) and the remaining $10 million for cable television. Campbell-Ewald says it invests in both television and/or radio through several General Motors divisions such as Chevrolet, AC-Delco, Delco Electronics and GMAC (General Motors Acceptance Corp.) along with Eastern Airlines, National Car Rental, Bil-Mar Foods Inc. and First Federal of Michigan. A major account acquired last year was Howard Johnson.

29

Campbell-Mithun □ Broadcast billings for Campbell-Mithun increased by about 19% in 1983, to $150.3 million. Billings on the television side accounted for most of that business, with $130.8 million (up 21.5%), while radio accounted for the remaining $19.5 million (up 4.8%). The agency added Jockey for Her, Lamaur Consumer Products, Kimberly Clark, Cobra Telecommunications, Schwinn Bicycle Co. and Masonite Corp. to its account list over the past year. Accounts resigned included Chicagoland Oldsmobile Dealer Association, Ray-O-Vac and Rich Products Corp.

40

Chiat/Day □ Los Angeles-based Chiat/Day registered a robust 18.3% gain in 1983 to reach $80 million in broadcast billings, overwhelmingly in television. Accounts obtained during the year included Home Savings of America, Nike Shoes and General Electric (corporate). C/D reported no account defections. Radio was a disappointment: its reported billings fell from $13.5 million to $4.4 million. Fortunately, television expanded by more than $20 million, to $74.6 million. Big-spending TV-radio accounts embrace Apple Computer, Yamaha Motors, Nike, Fotomat, Olympia Brewery, Shakey's Restaurants and New York Air.

12

Compton □ After a particularly poor year in 1982, when the agency's broadcast billings were off almost 27%, Compton had an unusually strong 1983 when broadcast and cable billings were up 83% to $318 million. Most of that was accounted for in the network television category, where the total was $240 million, almost double the previous year's $123 million. Spot TV billings for 1983 were $63 million, while radio billings amounted to $3 million. Accounts gained included British Airways, Union Underwear Co., Christian Broadcasting Network and Dannon. Only one broadcast client was reported lost—Buitoni Foods.

24

Cunningham & Walsh □ Broadcast and cable billings for C&W increased by 14.6% in 1983, with television billings climbing almost 16% to $164 million, but with radio billings dropping by about 25% to $9.4 million. The agency's network TV billings totaled $111 million and spot television billings, $41 million. Accounts added in 1983 included American Home Products Corp., Brown and Williamson Tobacco Corp., Jovan Inc., St. Regis Corp. and Sterling Drug Inc. Accounts resigned included Anixter Bros., CBS Video games, General Financial, Purity Baking Co. and Harcourt, Brace, Jovanovich.

41

Dailey & Associates □ Dailey's broadcast expenditures climbed by more than 40% as the agency landed a group of new accounts including Sega Enterprises (video cartridges), Valley National Bank, Hunt-Wesson (new products) and Ampex. It resigned Rosarita (Mexican foods) and Taco Bell restaurants. Dailey is heavy in national spot television and radio activity, with $28.5 million in the former and $17 million in the latter in 1983. Its advertiser list ranges over a wide spectrum—Honda motorcycle and power equipment divisions, Great Western Savings and Loan, Hunt-Wesson, Armor All, Ford Dealers of Southern California, Sega, Lawry's Foods and Valley National Bank.

6

Dancer Fitzgerald Sample □ The agency increased its broadcast spending over 1982 by $38 million, representing a 7.7% climb. This comfortable growth was achieved despite a decrease in the broadcast share in 1983 to 83.8% from 86% in 1982. New accounts obtained by Dancer during the year included Royal Crown Cola, American Automobile Association, Lark Luggage, Helene Curtis (new products), Mexican Government Tourism, Simplicity Pattern Co., Almost Home cookies, Jantzen (swimwear), Ryder Truck Lines & Pacific Intermountain Express and Idaho First National Bank. Accounts resigned during 1983 were Duracell batteries, White Cloud bathroom tissue and Almaden Vineyards. DFC's long list of TV-radio investors includes such clients as Toyota, General Mills, Procter & Gamble, L'eggs, Life Savers, Wendy's, American Cyanamid, CPC International, Florida Department of Citrus and Peter Paul Cadbury. Toyota, P&G and Peter Paul were involved in network TV program sponsorships. Dancer raised its spending in cable TV in 1983 to $11.3 million from about $7 million in 1982.

10

D'Arcy-MacManus & Masius □ Powered by a collection of new accounts, D'Arcy's domestic broadcast billings were bolstered by $58 million in 1983. This volume was a comfortable 15.2% increase over 1982. Radio expanded by $20 million and television by $38 million. Cable television billings were included in the total but were not broken out. New DFS clients in 1983 were BRK Electronics, Chicago Board of Options, County Line cheese, Edison Electric Institute, Equitable Life Insurance Co. and J C Penney. The agency reported no account defections. Topping the list of heavy TV-radio spenders at D'Arcy in 1983 were Anheuser-Busch, Amoco Oil, American Dairy Association, General Motors, M&M Mars, Southwestern Bell Telephone, Whirlpool and Budget Rent-A-Car.

28

Della Femina, Travisano & Partners □ Broadcast and cable billings for this top-50 agency rose substantially in 1983 to almost $156 million, an increase of close to 38%. Most of the gains came on the TV side, where the agency had total billings of $130 million—$56.7 million network and $73.3 million spot—an increase of almost 40%. New accounts included Rolls Royce Motors, Trans America Corp. and First Boston Corp. Accounts resigned included WABC-TV New York. Cable clients included Dow Chemical and Trans America.

32

W.B. Doner □ Doner's broadcast billings rose by more than 21% to $105.5 million, with broadcast TV spending up 7% to $74.5 million and radio up more than 80% to $30.7 million. The bulk of radio and TV spending went into spot. In addition, Doner invested an estimated $300,000 in cable advertising. Accounts added during the year included W.R. Grace Home Center, Michigan Lottery, Electronic Realty Association and Sedgefield Sportswear. Among its major accounts are Heileman, McCormick, Commercial Credit, Pizza Hut, Eckerd Drugs, Color Tile and Vlasic Foods.

11

Doyle Dane Bernbach □ DDB had a lukewarm year, increasing its TV-radio total by 5.1% to $402 million. During the year, the agency lost parts of Procter & Gamble, portions of IBM and the Bulova Watch Co. It added Michelin Tires, billing about $15 million, and the Investment Company Institute. Radio billings grew by $1.5 million to $22 million and television by $17.6 million to $380 million. Advertisers with a major role in broadcasting during 1983 included American Greetings Corp., Chanel Inc., Cigna, Atari, Clairol, Polaroid, Hershey, IBM, Ore-Ida Foods, Volkswagen of America, Continental Insurance Co., Hershey Foods, CBS/Broadcast Group, MCA/Universal, Borden Inc. and Clairol. DDB said figures for its cable advertising investment were not available; in 1982 it reportedly spent only $350,000 in cable.

46

A. Eicoff □ Estimated billings at Eicoff rose by 8% to approximately $58.1 million in 1983. The agency specializes in direct response advertising and places heavy emphasis on broadcast, earmarking about 95% of its budget for television and radio, particularly TV. Its long list of broadcast spenders in 1983 included Allstate Insurance, Avon, Capital Records, Grant Co. (household items), LS Products (leak sealer), Majestic Drug Co., Sizzler Restaurants, Time-

Life Books and Ziff-Davis Publishing.

13

William Esty □ William Esty is slightly ahead of its 1982 pace with total broadcast billing figures for last year inching up 2.6% to $308 million. Of that figure, $281 million was invested in television advertising ($189 million network and $92 million spot), with $26 million going into radio ($5 million network and $21 million spot) and $1 million spent on cable. Major accounts acquired in 1983 were: Mastercard International's Masterteller, Miguel-Torres Wines from Joseph E. Seagrams & Sons and five additional perfume product lines of Chesebrough-Pond's. Among the major accounts lost in 1983 were Colgate-Palmolive, Irish Spring soap, Ajax all-purpose cleaner and Nabisco Brands' Chips Ahoy and Snap Cracker brands.

8

Foote, Cone & Belding □ Broadcast billings at FCB rose by almost 25% to $461 million as the agency added $92 million to its 1982 total. Foote, Cone was buoyed by an account acquisition spree, bringing to its roster Stokely-Van Camp, Data General, CBN Cable Network, Kimberly-Clark, VisiCorp, American Can Co., Arrow Electronics, Colgate-Palmolive, Orion Pictures, Wayne Dog Food and Italian Swiss Colony Wines. Lost during the year were Ramada Hotels and Fotomat. The major gain was in television, which increased by $87 million, while radio added $5 million. Major accounts handled by Foote, Cone during 1983 were Amana, Arco, California Raisin Advisory Board, Clorox, Denny's Inc., Frito-Lay, Armour-Dial, Kraft Foods, Levi Strauss, Mazda Motors, Pearle Vision Centers, Pizza Hut, S.C. Johnson & Son, Sunkist soft drinks, Swift & Co., Zenith Radio Corp., Clairol, Stokely-Van Camp, Adolph Coors, Kimberly-Clark and Volume Show Corp.

7

Grey Advertising □ Broadcast expenditures swelled by $34.4 million, abetted by acquisition of new accounts, including Inter-Continental Hotels, Arby's, Jeno's, Clairol, Upjohn, Kern Foods and new assignments from Timex, Ameritone Paint Corp. and Wickes Lumber. Accounts resigned during the past year included Shearson/American Express and ComputerLand. Grey's increase in spending came from both television and radio and particularly from cable advertising. Its investment in cable for 1983 more than tripled its 1982 expenditure, climbing to $14.5 million. Grey's extensive list of television-radio advertisers is represented by ABC Motion Pictures, American Motors, Arby's, Block Drug, Borden, Canon U.S.A., General Foods, ITT Continental, Kenner Products (toys), Mennen, Panasonic, Procter & Gamble, RCA, Revlon, Timex and Warner Bros. Program sponsors on television included American Motors, General Foods, Kenner, Procter & Gamble and Revlon.

Biggest spenders

Total broadcast billings
Young & Rubicam—$1.09 billion
Total TV billings
Young & Rubicam—$985.9 million
Network TV billings
Young & Rubicam—$704.9 million
Spot TV billings
J. Walter Thompson—$321 million
Total radio billings
BBDO—$90 million
Network radio billings
BBDO—$27 million
Spot radio billings
BBDO—$63 million
Biggest broadcast gain
Young & Rubicam—$164.6 million

22

HBM/Creamer □ On Dec. 31, 1983, Creamer Inc. acquired Boston-based Humphrey, Browning MacDougall Inc. and followed an accounting procedure of incorporating HBM's billing into Creamer's. As a result, Creamer shows total broadcast billings of $171 million, $51.1 million of which is HBM's. Disregarding HBM's contribution, Creamer still added about $45 million during 1983 under its own power. Creamer brought in such new clients as Sheraton International and Endicott-Johnson and resigned Progresso Foods. Top broadcast spenders during the year were Sheraton Hotels, Alcoa building products, Stouffers, Parker Bros., P&C Food Markets, Hershey Foods, American Brands and Narragansett Brewing Co.

50

Humphrey, Browning, MacDougall □ As of Dec. 31, 1983, HBM became a part of Creamer Inc. The agency reported TV-radio billings of $51.1 million, down $6.5 million from 1982. It lost Jordan Marsh, Bleyle (apparel firm), National Association of Recording Merchandisers and Colibri (lighters). The agency obtained Columbo Yogurt, Culinet (computer system), Star Market (supermarkets) and Kurzweil Music Systems. Substantial users of TV and radio in the HBM fold include A&W Beverages, Beltran Corp., Consumer Value Stores, New England Oldsmobile Association, Parker Bros., Stanley Works and WBZ-TV Boston.

34

Jordan, Case & McGrath □ A boost in broadcast billings of more than 20% lifted Jordan, Case & McGrath to the $100-million mark in 1983. Its growth was powered by such new accounts as Progresso Foods, Nestle (Crunch Bar, Wispride Cheese), Selchow & Righter, Richardson-Vicks, Sargeants flea and tick products and Block Drug (Nytol, Dentrol). It resigned Squibb (Theregran). Major TV-radio accounts also included Aetna Life Insurance, Welch, Richardson-Vicks, Group W, Long John, Tonka, Selchow & Righter, Duracell and Jones Dairy.

25

Kenyon & Eckhardt □ Combined broadcast billings for Kenyon & Eckhardt, last year's 21st ranked agency, fell by 12.6% in 1983 to $162.6 million. Total TV billings were off 8.4% to $142 million, while radio billings declined by almost half, from $31 million to $15.6 million. The agency had cable billings of $5 million. Accounts added over the past year included Holiday Inns and Kawasaki. Accounts resigned included four assignments with Colgate-Palmolive.

35

Ketchum Communications □ Ketchum's combined broadcast billings declined by 4.2% in 1983 to $95.1 million. Television billings were down almost 11% to $77.8 million ($24.3 million network and $53.5 million spot), while radio billings were up about 44% to $17.3 million. Among the agency's major clients are Pepsi, Pizza Hut, Safeway Foods, Heinz, Gordons and Pillsbury.

39

Kornhauser & Calene Inc. □ Television and radio billings increased by 12.8% to $82 million, with broadcast TV rising 9.9% to $67.7 million, radio up 18.0% to $13.1 million and cable TV billings totaling $1.2 million. In broadcast television, network investments led spot by almost five to one; in radio, spot led network by more than two to one. National Westminster Bank/USA, Cone Mills, Skin Control Systems and Os-

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car de la Renta men's apparel were among several new clients added during the year. Other leading advertisers represented included Whitehall Labs, Boyle-Midway, American Home Foods, Church & Dwight, Purdue Frederick and J.P. Stevens.

45

Laurence, Charles & Free Inc. □ Television and radio billings reached $60 million, up more than 15% from 1982. Broadcast TV billings totaled $56 million, up from $50 million the year before, with network getting a somewhat bigger share than spot. Radio billings increased by $1 million, reaching $3 million, predominantly in spot. The agency also put $1 million into cable TV. Major accounts added during the year included Barton's Candy products, Heublein's Lancers wine and Westwood Pharmaceuticals' Keri lotion. Other accounts included Adidas sportswear, Abbott Labs' Selsun Blue and Murine Ear Drops, Bristol-Myers' Ban, Ultra-Ban, Comtrex, Bufferin and Extra-Strength Bufferin and Drackett's Endust and other products.

33

Marschalk □ Marschalk had combined broadcast billings in 1983 totaling just more than $100 million, representing a 4.1% decline from the previous year. Most of the agency's broadcast billings are accounted for on the television side, where it had $93.7 million worth in 1983—$57.3 million in network and $36.4 million in spot. Radio billings totaled $6.3 million. The agency acquired the Coopercare account last year and received new assignments from Del Monte Heublein SPG (Chun King) and Gillette (Toni). Richman Brothers resigned as a client.

42

MCA Advertising □ Founded only five years ago and with offices in New York and Westport, Conn., MCA has been inducted into BROADCASTING's top 50 broadcast agency compilation for 1983. MCA wound up the year with expenditures of $72 million in television, $3 million in radio and $3 million in cable television for a total of $78 million. MCA reported it has strengthened its billings through new product assignment from current clients and from a new account, Manley & James (Sine Off and new products). MCA said it did not resign any accounts during the year. Among MCA's clients in broadcast were Tropicana, Ralston Purina, Tampax (Maxithins), Menley & James and Stroh Brewery.

43

McCaffrey & McCall □ The agency reported a 6.3% increase in TV-radio spending to reach the $73-million mark in 1983. McCaffrey obtained the American Association of Retired Persons account in 1983. McCaffrey allots less than half of its billings to television and radio. It reported a $1-million investment in cable. McCaffrey's active broadcast investors included Avis, ABC, Hartford Insurance, J C Penney, Mercedes-Benz of North America, Pfizer and Texize.

9

McCann-Erickson □ Combined broadcast billings for this agency jumped more than 45% in 1983 to $438.1 million, with a large portion of that figure—$400 million—invested in television ($215 million network and $185 million spot). Radio ad expenditures, on the other hand, dipped from $46.1 million in 1982 to an estimated $34 million last year. The balance of McCann-Erickson's broadcast billings ($4.1 million) went into cable television. Major accounts added in 1983 were: Century 21, AT&T, Hickory Farms and Shearson/American Express. Other accounts using television and/or radio are: Coca-Cola U.S.A., Coca-Cola Foods Division, Pabst Brewing Co., Buick, Exxon, Texas Instruments and Sony. The only account resigned in 1983 was Bache, which, according to McCann-Erickson, spent $3 million on both spot television and radio.

16

Needham, Harper & Steers □ Needham, Harper & Steers's combined broadcast billings for 1983 soared 45.1% to $291.3 million, with several of the agency's accounts using both television and radio in their media mixes. Total television billings reached $246.9 million, while expenditures on radio advertising registered $43.5 million. The agency also invested $900,000 in cable. New accounts added to Needham, Harper & Steers's list in 1983 include: Ramada Inns, Southern California Honda Dealers Association, Binney & Smith's Crayola line, C&C Cola, Israel Ministry of Tourism, MGM/UA Entertainment Inc., Canadian Imperial Bank of Commerce, Sears Merchandise Group and Soft Lines and LaPetite Boulangerie, a division of Pepsico. Among major accounts resigned was Gallo. Other Needham, Harper & Steers clients include Xerox, Amtrack, General Mills and State Farm Insurance.

5

Ogilvy & Mather □ Ogilvy garnered an additional $102.3 million in billings, representing a growth of more than 20% in broadcast during 1983. Television was the big winner, adding almost $96 million, while radio accounted for $6 million. Part of the growth in television-radio expenditures can be attributed to a greater emphasis on broadcast as the share rose from 70% to 75%. O&M has an extensive list of broadcast-oriented advertisers, including American Express, Avon Products, Block Drug, Bowery Savings Bank, Ex-Lax Inc., Campbell Soup, Chesebrough-Pond's, Foremost Foods, General Foods, Hallmark Cards, Hershey Foods, Lever Brothers, International Paper, Menley & James, Par Parfums, Pepperidge Farms, Trans World Airlines, Warner Amex Cable Communications, Armour & Co. and Sears, Roebuck & Co.

37

Ohlmeyer Advertising □ This agency, formerly Parkson Advertising, boosted its TV-radio billings more than 45% to $88 million. Virtually all of the increase was in broadcast TV, though its spending in cable TV also rose (to $2.5 million). In addition to handling a long list of Nabisco products, the agency picked up the Nabisco corporate account. Other clients included Ace Comb Co. and J.B. Williams Co. for both toiletries and pharmaceutical products.

36

Rosenfeld, Sirowitz & Lawson □ Radio and TV billings rose by a third in 1983, reaching $92.3 million. Broadcast TV billings climbed to $83.9 million from $56 million in 1982, while radio billings went to $8.1 million from $4 million. Cable billings totaled $300,000. New accounts included products and services of Chase Manhattan Corp., Sharp Electronics, Block Drug and International Spice, all heavily involved in TV, especially spot. Other leading TV and radio clients included International Playtex and McDonald's.

49

Ross Roy □ Ross Roy, based in Detroit, had combined broadcast billings of nearly $51.8 million in 1983, with almost half of that accounted for by network television billings, which totaled $23.2 million. Spot television billings accounted for $15.9 million, while radio billings totaled $12.7 million, with almost all of it coming in the spot category ($12.5 million). Among the agency's existing clients are Chrysler, Coca-Cola Bottlers of Detroit, Detroit Edison Co., Florists Transworld Delivery, K-Mart Corp., La-Z-Boy Chair Co. and Michigan Milk Producers.

38

Scali, McCabe, Sloves Inc. □ The agency increased its TV and radio spending by 4.9%, to $85 million, with broadcast TV billings going from $69 million to $71 million and radio from $12 million to $13 million and with cable billings reaching $1 million. Continental Airlines was added to the account list. Other major accounts handled by the agency included Perdue Inc., Volvo, Hertz, Castrol and James River/Dixie Northern Inc.

15

SSC&B □ SSC&B added $65.8 million in broadcast billings in 1983, raising its total to $293.5 million. Expenditures were increased across the board, but most noticeably in network television, which reached $208.4 million—up 35.5% over 1982. Major accounts SSC&B landed during the year include Datapoint and United Satellite Communications Inc.

44

Tatham-Laird & Kudner □ The agency enjoyed a banner year, increasing its billing by almost 40% to $71.5 million. TL&K embarked on a new account spree, winning a sizeable number of accounts. Newcomers to the agency's roster are York Steak House, Activision, Ralston-Purina, Miles Laboratories, detergent products from Procter & Gamble, Adolph Coors Co. and Kimberly-Clark. Dropped during 1983 was International Harvester. Radio-TV advertisers at Kudner included Interfood Ltd., International Harvester, Kimberly-Clark, Miles Laboratories, Oscar Mayer, Ralston Purina, Corning Glass Works and Hearst/ABC Video Services.

2

J. Walter Thompson □ JWT retained its runner-up post in BROADCASTING's annual top 50 agency billings derby, with broadcast expenditures of $995.2 million, up 10.1% from 1982 figures. It trailed only Young & Rubicam, which has been the number one TV-radio agency for the sixth straight year. Thompson traditionally has been a potent spot television agency and in 1983 led this category with an investment of $321 million. JWT represents a wide array of clients active in broadcast, including Beatrice Foods, Burger King, Eastman Kodak, R.T. French Co., Lever Bros., Miles Laboratories, Nabisco Brands Inc., Nestle Co., Pepsi-Cola, Reynolds Metals, Samsonite, Scott Paper, Warner-Lambert, Dunlop Sports, Ford Motor Co., Dart & Kraft, Jovan Inc. (floor cleaners), Oscar Mayer & Co., Quaker Oats, Sears, Roebuck & Co. and Uncle Ben's Foods.

26

Tracy-Locke/BBDO □ Tracy-Locke/BBDO reported TV-radio billings of more than $161 million in 1983, representing double its 1982 investment. The huge increase came in part from higher spending by long-time clients and by the addition of new advertisers. Clients gained during the year included Labatt's Importers (beer), Dodge Dealers Associations, Frito-Lay (tortilla chips), Pearle Health Services and Pepsi Lite. The agency reported no account resignations during 1983. Heading Tracy-Locke's extensive list of TV-radio users are Frito-Lay, Phillips Petroleum, Pepsi-Cola, Best Products, Borden Inc., Frontier Airlines, Haggar Co. and Mountain Bell Telephone.

47

Waring & LaRosa □ Radio and TV billings increased 7.2% to $53.2 million, but the radio-TV share of total billings declined slightly to 66% from 68% in 1982. Broadcast TV billings increased 12% to $48.8 million while radio billings dropped by 35% to $4 million. The agency also spent $400,000 in cable TV. Accounts added during the year included Erno Laszlow Institute's skin treatment products, Fisher-Price children's furniture and accessories, S.C. Johnson & Son for special products and new products, Prince Matchabelli cosmetics, Ragu Foods and Great Waters of France. The Julius Wiler Sons account was resigned. Leading radio and TV clients included Ragu, Fisher-Price, Prince Manufacturing, Perrier, SCM, Aziza, Cutex, Quaker Instant Grits, Red Devil paints and Poland Spring water.

48

Warwick Advertising □ Warwick reported a $2.3-million dip in broadcast billings for 1983, winding up with $52.9 million. Warwick snared several accounts, including Economics Laboratory (Scrub Free bathroom cleaner), Resolve carpet cleaner and U.S. Tobacco (Skoal Bandits). Warwick said it lost no accounts during the year. Its primary accounts in television and radio were Benjamin Moore Inc., Brooke Bond Foods Inc., Burlington Industries, Economics Laboratory, D-Con, Pfizer-Coty, Plough Inc. and U.S. Tobacco.

21

Wells, Rich, Greene □ The agency rose 5% in total broadcast billings last year, putting its 1983 total at $198.4 million. For television, expenditures totalled $170.4 million. Investment in radio registered $22 million, the majority of which was in spot advertising ($20 million). New accounts added during 1983 included Purolator, The Gap and American Federation and Loan. The only major account reported lost was Century 21.

1

Young & Rubicam □ Y&R has hurdled the billion-dollar barrier in broadcast advertising, amassing TV-radio expenditures of more than $1 billion. In the process, the agency romped off with first place for the sixth straight year in BROADCASTING's top 50 agency compilation. Y&R's domestic TV-radio spending rose by $164.6 million over 1982. The agency's coup of the year was resigning about $80 million in Procter & Gamble billings in order to take on more than $120 million in Colgate-Palmolive business. Other major acquisitions were Pabst Brewing, about $20 million; Whitehall Laboratories, $15 million, and Thomas's English Muffin, $9 million. In addition to P&G, Y&R dropped Atari coin-operated games, approximately $2.5 million, and Hardee's restaurants, $2 million. As befits broadcasting's leading agency, Y&R has a long list of clients active in television and radio including American Home Products, CIT Financial Services, Dr. Pepper Co., General Foods, Eastman Kodak, Gulf Oil, Hallmark Cards, Johnson & Johnson, Lincoln-Mercury division of Ford, Peter Paul Cadbury, Richardson-Vicks Inc., Union Carbide, Uniroyal, Curtis Mathes, Miller Brewing, Clorox, Del Monte, Toshiba and 20th Century-Fox Television. Y&R reported it spent $24.3 million in cable advertising in 1983.

WHERE THERE'S SMOKE, THERE'S CONTROVERSY.

[illegible]

Walker Merryman [illegible]

[illegible]

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sense, is more sophisticated because it's always had television, and dismisses a lot of the stuff that we would have watched," he said. ☐

NCAA floats proposal for night games

Regional TV clashes on Thursday and Saturday, however, may be mooted by Supreme Court case

Waiting for the Supreme Court to rule on the legality of its control of TV rights to college football games, the National Collegiate Athletic Association has come up with a new idea: allowing NCAA schools and conferences to air games on regional TV on Saturday nights and Thursday nights, if they wish. NCAA Division I-A schools, generally the larger ones, would get the option for Saturday nights and Division I-AA schools for Thursday nights. In all cases, the telecasts would be limited to stations in the NCAA districts in which the schools or conferences are located.

Newspaper accounts seem uniformly to describe the proposal as a "plan"—some as if it were already in effect—but NCAA officials last week called it "more a concept than a plan." The reason, they explained, is that it is still conditional. Specifically, they said, it would have to be approved by ABC-TV and CBS-TV—which have national rights to NCAA games under contracts challenged in the case before the Supreme Court—and, even if those networks approve the "concept" or "plan," would still have to be authorized by the NCAA council.

Another consideration, although it wasn't mentioned, is that the approach would be unnecessary, if not illegal, if the Supreme Court upholds two lower court decisions and rules that the NCAA's handling of TV rights violates antitrust laws. In that case, any school presumably would be free to negotiate with any TV network or station with no restrictions.

NCAA sources said last week the Supreme Court is expected to hear arguments in the case in March, but that they don't expect a decision before June.

The Association of Independent Television Stations (INTV) and the Justice Department have filed friend-of-court briefs urging the Supreme Court to uphold the lower court rulings.

INTV's brief, by Forrest A. Hainline III and J. Laurent Scharff of Pierson, Ball & Dowd, argues that NCAA restrictions unnecessarily reduce the number of games that would be available for telecasting, "depriving broadcasters other than NCAA's contractual partners of access to this valuable market."

For broadcasters "there is no effective alternative to NCAA football during the time it is aired," the brief asserts, and independents are harmed because they are "almost entirely" deprived of access to games, "even though many schools would sell their rights for television coverage if the NCAA would permit them to do so."

Justice said that "It is clear. . . that absent these controls, the amount of such broadcasting would be much greater, the televised games would better coincide with consumer preferences, and payments received would vary considerably to reflect anticipated viewer interest in each particular football match-up." Justice lawyers argued NCAA's current agreements limit opportunities for smaller schools to appear on television and prevent major football schools from appearing on television "as frequently as consumer demand would dictate." ☐

'Amelia' gives ABC the week

With big help from *Something About Amelia*, which proved to be the second-highest rated program thus far in the 1983-84 season, ABC-TV took first place by more than a point in the prime time ratings for the week ended Jan. 15.

Amelia, an *ABC Theater* presentation dealing with a family stunned by father-daughter incest, generated an average Nielsen rating/share of 31.6/46, in this season second only to ABC's *The Day After* (46.0/62), and in terms of household delivery (an estimated 26,480,000 per average minute) second only to *The Day After* (38,550,000) among made-for-TV movies of all time ("In Brief," Jan. 16).

For the week, the 16th of the 1983-84 season, ABC averaged 18.1/28, CBS 16.9/26, and NBC 15.4/24. It was ABC's fourth weekly win of 1983-84 against 12 for CBS.

Amelia, appearing on the Monday-night period recently relinquished by ***NFL Monday Night Football***, demolished its opposition and led ABC to an evening-winning 25.5/37 average. Earlier in the evening, however, the premiere of NBC's ***TV Bloopers, Commercials and Practical Jokes*** scored a commanding 25.0/35 against CBS's ***Scarecrow and Mrs. King*** (17.5/25) and ABC's ***That's Incredible*** (13.3/19), helping NBC into second place for the night with 16.9/25 over CBS's 14.2/21.

TV's Bloopers ranked fifth for the week, and ABC's entry of similar ilk, ***Foulups, Bleepers and Blunders***, on Tuesday, became the week's 13th-ranked show with 20.1/29, outscoring the first half of ***Mississippi*** on CBS (11.4/16) but considerably behind the first half of ***A Team*** on NBC (25.3/36). At 9-10 p.m. the same evening the second episode of NBC's ***Riptide*** did a 19.8/29, more than two rating points off its two-hour premiere but enough to dominate ABC's regular entries and outpoint, although barely, the first half of the CBS Tuesday night movie, ***License to Kill*** (19.3/30).

ABC won Monday, Wednesday and Saturday, CBS took Thursday, Friday and Sunday, and NBC took Tuesday.

The season-to-date ratings: CBS 18.1/28, ABC 17.1/27, and NBC 15.1/24. ☐

Rank	Show	Network	Rating/Share
1.	Something About Amelia	ABC	31.6/46
2.	60 Minutes	CBS	27.5/42
3.	Dynasty	ABC	25.7/38
4.	A Team	NBC	25.3/36
5.	TV Bloopers	NBC	25.0/35
6.	Dallas	CBS	24.2/36
7.	Simon & Simon	CBS	24.1/37
8.	Hotel	ABC	23.0/38
9.	Falcon Crest	CBS	21.5/35
10.	Magnum, P.I.	CBS	21.5/32
11.	Knots Landing	CBS	20.9/34
12.	Fall Guy	ABC	20.8/31
13.	Foulups, Bleeps, Blunders	ABC	20.1/29
14.	Riptide	NBC	19.8/29
15.	Jeffersons	CBS	19.6/28
16.	License to Kill	CBS	19.3/30
16.	Trapper John, M.D.	CBS	19.3/30
18.	Webster	ABC	18.8/28
19.	Three's Company	ABC	18.3/26
20.	Bob Hope Special	NBC	18.1/27
21.	One Day At A Time	CBS	17.8/26
22.	Hill Street Blues	NBC	17.7/29
22.	Love Boat	ABC	17.7/29
24.	Benson	ABC	17.7/27
25.	Scarecrow & Mrs. King	CBS	17.5/25
26.	The Electric Horseman	ABC	17.4/27
27.	Alice	CBS	17.4/28
27.	Bugs Bunny Special	CBS	17.4/28
29.	Cheers	NBC	17.3/26
30.	Matt Houston	ABC	17.1/28
31.	Goodnight, Beantown	CBS	17.1/25
32.	T.J. Hooker	ABC	16.9/27
33.	Charlie Brown Special	CBS	16.9/26
34.	Facts of Life	NBC	16.9/25
34.	Hardcastle & McCormick	ABC	16.9/25
36.	Remington Steele	NBC	16.6/27
37.	Knight Rider	NBC	16.3/24
38.	Family Ties	NBC	16.2/24
39.	AfterMASH	CBS	16.2/22
40.	Night Court	NBC	16.1/24
41.	Diff'rent Strokes	NBC	16.0/26
42.	20/20	ABC	15.7/26
43.	Happy Days	ABC	15.6/22
44.	Silver Spoons	NBC	15.4/24
45.	Fantasy Island	ABC	15.2/27
46.	Oh Madeline	ABC	15.0/22
47.	Gimme A Break	NBC	14.8/22
48.	Newhart	CBS	14.7/21
49.	Mama's Family	NBC	14.3/23
50.	Blue Thunder	ABC	14.3/21
51.	St. Elsewhere	NBC	14.1/24
52.	We Got It Made	NBC	14.1/23
53.	Real People	NBC	13.9/21
54.	Automan	ABC	13.8/21
55.	Hart to Hart	ABC	13.3/22
56.	That's Incredible	ABC	13.3/19
57.	Buffalo Bill	NBC	13.2/20
58.	Ripley's Believe It Or Not	ABC	13.0/20
59.	Hard Knox	NBC	13.0/19
60.	Invasion Force	NBC	12.8/19
61.	Domestic Life	CBS	12.1/18
62.	Body Heat	CBS	11.7/20
63.	Yellow Rose	NBC	11.5/20
64.	Masquerade	ABC	11.4/17
65.	Mississippi	ABC	11.4/16
66.	Whiz Kids	CBS	11.2/18
67.	Modern Problems	CBS	10.5/16
68.	Empire	CBS	10.1/15
69.	Emerald Point, N.A.S.	CBS	9.7/15
70.	New Show	NBC	8.9/15
71.	First Camera	NBC	6.6/9

Seller is Fairfield, Ohio-base group owner which is also selling WCNW(AM) Fairfield (see below). Buyer is owned by Simon Konover and family (80%); his nephew, Daniel Konover, president (10%), and Jean T. Epstein (10%). Simon Konover is Hartford, Conn.-based real estate developer. Daniel Konover is Stamford, Conn.-based attorney. Epstein is administrative director at station. Her husband, Jay, is station's general manager. Filed Jan. 9.

■ WWTR-FM Bethany Beach, Del., and WETT(AM) Ocean City, Md. (1590 khz, 1 kw-D, 500 w-N; FM: 95.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Coastal Telecommunications to Resort Broadcasting of Maryland Inc. for $2.6 million, including $1.3 million cash. Seller is owned by Stuart D. Frankel, who is president of Abell Communications, group owner and publisher of *Baltimore Sun*. Buyer is owned by William E. Tart, who also owns WANC(AM) Aberdeen, N.C. Filed Jan. 12.

■ *WZZE(FM) Hockessin, Del. (88.7 mhz, 10 w, HAAT: 70 ft.)—Seeks assignment of license from Sanford School Inc. to Glen Mills School. Buyer is private Concordville, Pa., nonprofit school for "court committed" "adjudicated delinquents," headed by Glenn Sullivan, president. It has no other broadcast interests. Filed Jan. 9.

■ WAPR(AM) Avon Park, Fla. (1390 khz, 1 kw-D)—Seeks transfer of control of Florida Outdoor Inc. from Elden R. Lindsey (51% before; none after) to Charles C. Castle (49% before; 50% after) and William A. Stokes (none before; 50% after) for $100,000. Seller said station experienced "disastrous fire" last March. Buyers are equal owners of WOKC(AM)-WLMC(FM) Okeechobee, Fla. Filed Dec. 28, 1983.

■ WQDI(AM) Homestead, Fla. (1430 khz, 500 w-U)—Seeks assignment of license from Radio South Dade Inc. to Greater Miami Broadcasting Inc. for $1,265,000, including noncompete agreement and $1,050,000 note. Seller is owned by James L. Wiggins. It is also applicant for new FM at Homestead, Fla. Buyer is owned by Dr. Ramiro Marrero, M.D., who is Miami-based internal medicinist. He has no other broadcast interests. Filed Dec. 19, 1983.

■ WVSI-AM-FM Jupiter, Fla. (1000 khz, 1 kw-D; FM: 96.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks transfer of control of U.S. Three Broadcasting Corp. from Ronald A. Winblad to Raymond E. Knape for $225,000 cash. Contract replaces announced agreement to sell station to Palm Beach Broadcasting ("For the Record," Feb. 14, 1983). Seller is divesting his interest in station, where he has also been general manager. He has no other broadcast interests. Buyer owns remainder of voting stock and all of nonvoting stock. He will continue to negotiate sale of station to Palm Beach Broadcasting. Filed Jan. 13.

■ WFOY-AM-FM St. Augustine, Fla. (1240 khz, 1 kw-D, 250 w-N; FM: 97.7 mhz, 3 kw, HAAT: 160 ft.)—Seeks assignment of license from Ponce DeLeon Broadcasting Co. to Douglas D. and Marilyn Shull for $800,000, including real estate and $700,000 note. Seller is owned by estate of John Bernhard Jr. and has no other broadcast interests. Buyers are husband and wife. Douglas Shull is former vice president and general manager at WJNO(AM) West Palm Beach and WRMF(FM) Palm Beach, both Florida. Marilyn Shull is registered nurse. WFOY is on 1240 khz with 1 kw day and 250 w night. WFOY-FM is on 97.7 mhz with 3 kw and antenna 160 feet above average terrain. Filed Jan. 9.

■ WMAJ(TV)[CP] (formerly WPAN(TV)[CP]) Panama City, Fla.—Sunrise Television Corp., which was buyer, subject to FCC approval, (see "For the Record," June 27, 1983), has requested dismissal of application. Sunrise, majority owned by Roy L. Hess, said that time contract allows for FCC approval, six months, has elapsed. Filed Jan. 12.

■ WSEB(AM)-WSKP-FM Sebring, Fla. (1340 khz, 1 kw-D, 250 w-N; FM: 105.5 mhz, 3 kw, HAAT: 150 ft.)—Seeks assignment of license from Harry J. Morgan to Highlands Broadcasting Ltd. for $400,000—$50,000 cash, $250,000 note and $100,000 noncompete agreement. Seller also owns WSKT(AM) Knoxville, WKCE(AM) Harriman and WSVC(AM) Dunlap, all Tennessee. Buyer is owned by Robert J. Connelly (20%) and Highlands Broadcasting Corp. (80%). Highlands is equally owned by brothers: William B., Robert A. and John M. Spottswood Jr. They are also trustees of Spottswood family trust, which owns WKWF(AM)-WVFK(FM) Key West, Fla., where Connelly is general manager. All four are principals in applicant for new FM at St. Johnsbury, Vt. Connelly also has minor interest in WWNH-AM-FM Rochester, N.H. Filed Jan. 5.

■ WEAT-AM-FM West Palm Beach, Fla. (850 khz, 1 kw-U; FM: 104.5 mhz, 100 kw, HAAT: 520 ft.)—Seeks transfer of control (interest in net operating profits or losses) of Gowdy Florida Broadcasting from Milo L. Pike (50% before; none after) to Curt Gowdy Broadcasting Corp. (50% before; 100% after) for $1.6 million. Seller previously had right to half share in profits and losses of licensee. Buyer is owned by network sportscaster, Curtis E. Gowdy. He also owns KOWB(AM) Laramie, Wyo., and WCCM(AM)-WCGY(FM) Lawrence, Mass. Filed Jan. 9.

■ WHGI(AM)-WYMX(FM) Augusta, Ga. (1050 khz, 5 kw-D; FM: 105.7 mhz, 50 kw, HAAT: 83 ft.)—Seeks assignment of license from Briar Creek Broadcasting Corp. to American Republic Communications Corp. of Georgia Inc. for $1,840,000, including $1,090,000 note. Seller is owned by A. Mills Fitzner, who has no other broadcast interests. Buyer is subsidiary of Dallas-based real estate investment company, American Republic Corp., owned by 16 investors including, Robert J. Werra, chairman (41%); Barry T. Conway, senior vice president (18%), and Roland D. Freeman, senior vice president (22%). It also owns WGSP(AM) Charlotte, N.C. Filed Jan. 6.

■ WOVR-FM(CP) Versailles, Ind. (103.1 mhz, 890 w, HAAT: 507 ft.)—Seeks assignment of license from Jean L. Ruh to Owen Valley Broadcasters Inc. for $10. Seller is wife of buyer's majority owner. Buyer is owned by Henry B. Ruh, husband of seller (67%), and Robert M. Petranoff (30%). Petranoff is also 10% owner of Indiana Communications, licensee of WBWB(FM) Bloomington, Ind. Filed Jan. 5.

■ KCDR(AM) Cedar Rapids, Iowa (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Cedar Rapids Broadcasting Co. to Dulaney Broadcasting Inc. for $300,000 cash, including three-year noncompete agreement. Seller is majority owned by G. Dale Cowle. He also owns KASS(AM)-KCCQ(FM) Ames, Iowa, and is half owner of KKJO(AM)-KSFT(FM) St. Joseph, Mo. Seller bought the station for $760,000 ("For the Record," Aug. 11, 1980). Buyer is owned by Mike Dulaney, station's general manager (66⅔%); James W. Young, and Eugene J. Downie (16.7% each). Young and Downie are equal owners of co-located KTOF(FM). Filed Jan. 5.

■ KLIB(AM) Liberal, Kan. (1470 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Communications Enterprises of Kansas Inc. to Leon E. Roulier for $180,000, including $75,000 plus interest due two years after closing date. Seller is owned by Charles A. Johnson (40%), Hugh F. Jones and J. Robert Wooten (30% each). Johnson is also president and 5% owner of LPTV at Ponca City, Okla. Buyer also has app. pending to buy co-located KWNR-FM(CP) (see following app.). Filed Jan. 5.

■ KWNR-FM(CP) Liberal, Kan. (102.7 mhz, 50 kw, HAAT: 353 ft.)—Seeks assignment of license from Don M. Kelly to Leon E. Roulier for $45,000 and includes consultancy agreement ending three years after station has gone on air. Seller is 95% owner and general manager of KUSH(AM) Cushing, Okla. He recently sold KLTR(AM) Blackwell, Okla., for $115,000 ("For the Record," Dec. 19, 1983). Buyer has application pending to buy co-located KLIB(AM) (see preceding app.). Filed Jan. 5.

■ WTKY-AM-FM Thompkinsville, Ky. (1370 khz, 2.5 kw-D; FM: 92.1 mhz, 3 kw, HAAT: 240 ft.)—Seeks assignment of license from Ministers Broadcasting Corp. to J.K. Whittimore for release of approximately $400,000 debt. Seller is group of nine investors, which bought station from buyer for $450,000 ("For the Record," Aug. 9, 1982). Buyer is previous licensee of station. He has no other broadcast interests. Filed Jan. 11.

■ WWKY(AM) Winchester, Ky. (1380 khz, 1 kw-D)—Seeks transfer of control of WWKY Inc. from Wilda Horton and family (100% before; none after) to Bayard Harding Walters (none before; 100% after) for $125,400 plus assumption of approximately $91,000 debt. Seller has no other broadcast interests. Buyer also owns co-located WFMI(FM) and WKCM(AM) Hawesville, Ky. Filed Jan. 4.

■ WTGI(FM) Hammond, La. (103.3 mhz, 100 kw, HAAT: 500 ft. above average terrain)—Seeks assignment of license from Tangi Broadcasting Inc. to Keymarket Communications of Louisiana Inc. for $1.8 million. This will be third application for assignment of license filed within past 12 months at commission; previous two were not closed. Seller is owned by Ron Strother, president (65%), and Donald Lobell (35%). They have no other broadcast interests. Buyer is equally owned by Paul H. Rothfuss and Kerby E. Confer. They also own WJDX(AM)-WMSI(FM) Jackson, Miss.; WDIX(AM)-WIGL(FM) Orangeburg, S.C.; and are 45% owners each of WGVL(AM) Greenville and WSSL(FM) Gray Court, both South Carolina. They are 31% owners each of buyer, subject to FCC approval, of WTBC(AM)-WUOA(FM) Tuscaloosa, Ala. ("Changing Hands," Dec. 12, 1983). Confer also owns 50% of KSSN(FM) Little Rock, Ark., and has interest in WGKX(FM) Memphis, recently bought for $3.2 million ("Changing Hands," Feb. 28, 1983). Filed Jan. 3.

■ WGFP(AM) Webster, Mass. (940 khz, 250 w-D)—Seeks assignment of license from Lakeview Broadcasting Co. to Okun Broadcasting Corp. for $165,000 including note for $25,000 cash. Seller is owned by Edward F. Perry (75%) and Lloyd F. Simon (25%). Perry is also 80% owner of WATD(FM) Marshfield, Mass., and 50% owner of Hampshire County Broadcasting, applicant for new FM at Amherst, Mass. Simon is 50% owner of Walden Communications, applicant for new AM at Concord, Mass. Buyer has been general manager of WGFP since September. Filed Jan. 4.

■ WJFL(AM)-WQMV-FM Vicksburg, Miss. (1490 khz, 1 kw-D; 250 w-N; FM: 98.7 mhz, 56 kw, HAAT: 310 ft. It has CP for 100 kw, HAAT: 802 ft.)—Seeks assignment of license from Omni Media Corp. to RONKEN Inc. for $200,000, cancellation of $100,000 note to Southern Mississippi Bottling Co. and assumption of approximately $400,000 in debts. Seller is owned by Ronald E. Hale, who will own half of buyer. Hale recently sold 28% interest in Central Television Inc., licensee of WHTV(TV) Meridian, WLHT(TV)[CP] Hattiesburg, both Mississippi, and WYDE(AM) Birmingham, Ala. Buyer is equally owned by seller and Southern Mississippi Bottling Co., Jackson, Miss.-based company, principally owned by Kenneth A. Brown, which has soft drink bottling franchise for central Mississippi. Filed Dec. 28, 1983.

■ KFLN-AM-FM(CP) Baker, Mont. (960 khz, 5 kw-D; FM: 100.9 mhz, 3 kw, HAAT: 161 ft.)—Seeks assignment of license from Empire Broadcasting Corp. to Newell Broadcasting Inc. for $870,000—$100 for FM(CP)—including $667,800 note. Seller is 91.3% owned by Gary N. Petersen, who has no other broadcast interests. Buyer is owned by Russell E. Newell, station's general manager and 6% owner, and wife, Jeraldine. Filed Dec. 23, 1983.

■ KESY-FM Omaha (104.5 mhz, 31 kw, HAAT: 235 ft.)—Seeks assignment of license from Richard Marshall Capitol Corp. to MediaOmaha, a limited partnership for $2.2 million plus $300,000 noncompete. Seller also owns co-located KOOO(AM) which buyer is required to purchase for $400,000 if, 15 days after FCC approval of KESY-FM transfer, seller has been unable, using best efforts, to find other purchaser for AM. Seller is owned by Sherry Sanders (49%), Ernest McRae (11%) and Media Financial Corp. (40%), which is group of 13 investors headed by Dick Ostberg, president. It recently sold KSTR(AM) Grand Junction, Colo. Sanders' husband, Mack Sanders, is group owner of four AM's and two FM's, and was previous owner of KOOO(AM)-KESY(FM), which he sold in 1977 to Centennial Communications Inc. Centennial recently, as debtor-in-possession, sold the station to its current licensee for $3 million ("For the Record," March 7, 1983). Sherry Sanders is also applicant for new FM at Russellville, Ala. McRae is also 40% owner of KSWN(AM) McCook, formerly KBRL(AM), and KFNF(FM) Oberlin, Kan. Buyer is equally owned by Jayne Ann Woods and John W. Biddinger. Woods is 25% owner of CP for new AM at Cross City, Fla. Her husband, Frank A., who is also 26% owner of CP at Cross City, is also director and 5% owner of Knoxville, Tenn.-based group owner SunGroup, and is 49% owner of WTBP(AM) Parsons, Tenn., and WTBB(FM) Bonifay, Fla.

Summary of broadcasting
as of October 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,726	166	4,892
Commercial FM	3,490	425	3,915
Educational FM	1,104	181	1,285
Total Radio	9,320	772	10,092
FM translators	741	423	1,164
Commercial VHF TV	536	19	555
Commercial UHF TV	334	200	534
Educational VHF TV	107	5	112
Educational UHF TV	172	22	194
Total TV	1,149	246	1,395
VHF LPTV	179	80	259
UHF LPTV	66	71	137
Total LPTV	245	151	396
VHF translators	2,831	206	3,037
UHF translators	1,850	342	2,192
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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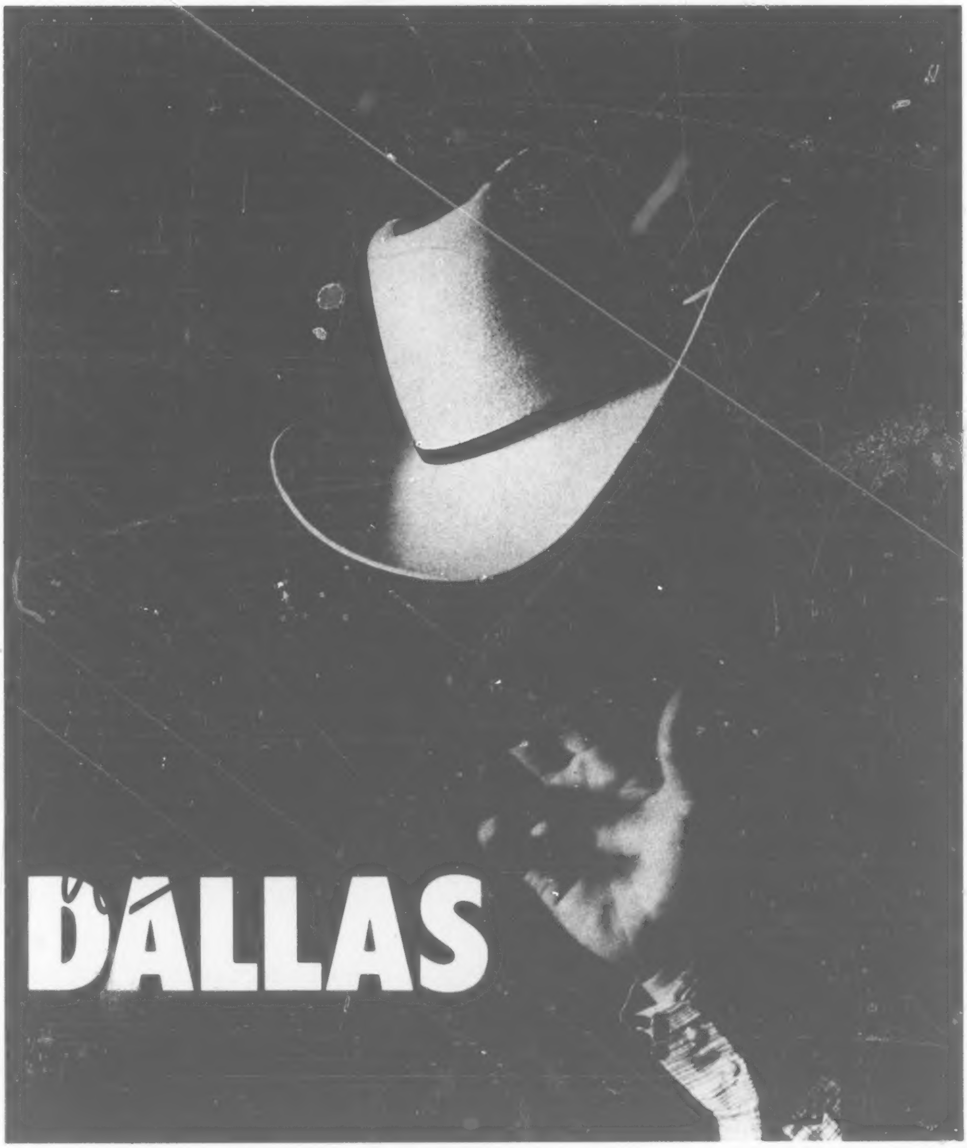
The Fifth Estate

Broadcasting ⚡ Jan 30



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Vol. 106 No. 5

Broadcasting ◻ Jan 30

Financial interest-syndication talks stall
Cities, cable industry back at negotiating table
ABC wins '88 winter Olympics rights

FROZEN ASSETS ◻ ABC wins bidding rights to the 1988 winter Olympics for—that's right—$309 million. **PAGE 39.**

DELAY OF GAME ◻ Computer foul-up leaves Super Bowl ratings a mystery; 47 rating—no record—predicted for contest. **PAGE 39.**

STALEMATE ◻ ABC, NBC give up on financial interest-syndication talks; little movement on CBS-Hollywood front as deadline nears. **PAGE 40.**

DEAVER IN COMMAND ◻ In the wake of David Gergen's departure, BROADCASTING talks with the President's new communications chief, Michael Deaver. **PAGE 42.**

BACK ON TRACK ◻ Cities agree to return to negotiating table with cable industry over deregulation measure. **PAGE 44.**

FIRST BUY ◻ Taft, Tribune, Gaylord and Chris-Craft may buy Australian mini-series, *Eden*, from Worldvision Enterprises. **PAGE 45.**

LOOKING FOR A PRESIDENT ◻ PBS hires executive search firm to find new chief. **PAGE 45.**

COMING ON STRONG ◻ Radio executives see medium picking up after slow business start in 1984. **PAGE 52.**

RAB MSC 84 ◻ Over 1,100 expected to attend RAB's Managing Sales Conference in Dallas. **PAGE 53.**

READING FIGURES ◻ Cable advertising, like TV broadcast, fell short of predicted growth in fourth quarter, but 1983 still saw 58% revenue increase overall. **PAGE 64.**

BORDER CRACKS ◻ Canadian report documents advertising loss to U.S. border stations since Canada changed tax law. **PAGE 66.**

SHOWDOWN ◻ Broadcasters and Los Angeles sheriff square off over public safety use of channel 19. **PAGE 68.**

OLYMPICTEXT ◻ Metromedia, Zenith, Sanyo, Harris, Taft, BBC and Ameritext join to form teletext venture for Los Angeles during summer Olympics. **PAGE 72.**

ANOTHER BUYER ◻ Netcom International purchases three transponders on Satcom IV for $33 million. **PAGE 76.**

CAPITAL DBS ◻ USCI unveils Washington, Baltimore and Virginia direct broadcast satellite service. **PAGE 78.**

GROWING COMPETITION ◻ Federal advisory group set to recommend competition in international telecommunications with some modifications to protect Intelsat. **PAGE 80.**

ENLISTING SUPPORT ◻ Microband allies itself with Hispanic group that will apply for ITFS frequencies in major markets. **PAGE 84.**

BALLOTING TIME ◻ NAB board elections expected to see tight races. **PAGE 90.**

SWEEPS AMMUNITION ◻ Specials, Olympics to highlight February sweeps. **PAGE 94.**

BETTER THINGS ◻ Frank McDonald went into advertising to win a bet. Talk about payoff. **PAGE 119.**

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PM MAGAZINE

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HEAD-TO-HEAD

	PM R/SH	FF R/SH	PM RTG ADV
Philadelphia KYW-TV	10/16	8/13	+25
Minneapolis-St. Paul WCCO-TV	12/25	8/17	+50
Denver KCNC-TV	10/20	8/17	+25
Hartford-New Haven WFSB-TV	13/24	10/18	+30
Portland, OR KGW-TV	12/23	10/20	+20
Raleigh-Durham WRAL-TV	20/36	7/12	+186
Providence WJAR-TV	17/31	15/27	+13
Wilkes-Barre-Scranton WNEP-TV	13/23	8/15	+63
Knoxville WATE-TV	15/25	13/21	+15
Green Bay WFRV-TV	11/21	4/7	+175
Baton Rouge WBRZ	20/34	11/19	+82

GROUP W PRODUCTIONS

THE HOTTEST AT NATPE

Source: November 1983 NSI Cassandra

and Anne Meara, they'll be lightened with a touch of humor. The husband-and-wife comedy team has written and recorded two fund-raising appeals for National Public Radio. The two pieces—one featuring the team as a psychiatrist and his patient and the other as the couple portraying themselves—urge listeners to contribute to public radio.

Sinatra in high places

Narbeth, Pa.-based Orange Productions' Sounds of Sinatra *syndicated broadcast will be heard on Air Force One, the presidential aircraft, starting next spring, according to company president Lita Cohen. The two-hour weekly program, hosted by veteran radio personality Sid Mark, currently airs on 30 stations nationwide.*

NBC on the move

All off-air personnel for NBC Radio Networks (excluding some top divisional executives) have moved from 30 Rockefeller Plaza in New York, headquarters of NBC Radio for the past 50 years, to new facilities at 1700 Broadway. NBC Radio's news operation and on-air talent are scheduled to move crosstown shortly, according to a company spokesman. The new home was originally built for ABC's SuperRadio service which was aborted in the summer of 1982 before starting service.

Ready to fly

Talk radio WABC(AM) New York has aquired exclusive broadcast rights for New York Jets football for the next three seasons (1984-86). The price tag reportedly is close to $3 million. For the past five years, all-news WCBS(AM) has carried the Jets.

China setting

The National Radio Broadcasters Association (NRBA), through an arrangement with Radio Peking, is offering its member stations a "China Radio Study Tour" of the Peoples Republic of China from May 11 to May 29. The tour, which will cost $3,126 per person, is being limited to 32 persons. Radio Peking will serve as host to the NRBA group as it visits Peking, Sian, Nanking, Shanghai and Hangchow, according to NRBA Executive Vice President Abe Voron.

Playback

ABC's Rock Radio Network will simulcast a one-hour David Bowie concert with Home Box Office Feb. 12. The concert was taped last September at the Pacific National Exhibition Coliseum in Vancouver, B.C. Stations signed thus far to air the performance include: WNEW-FM New York, KLOS(FM) Los Angeles, WLS-FM Chicago, WYSP(FM) Philadelphia and WBCN(FM) Boston.

□

Mutual Broadcasting has slated the weekend of Feb. 4-5 for its three-hour Barbara Mandrell and T.G. Sheppard music/interview special. Hosting the event will be Lee Arnold, midday air personality at Mutual's WHN(AM) New York. Provo, Utah-based Broadcast International produced the broadcast.

□

The AP Radio Network will add three 90-second movie reviews to its program lineup beginning Feb. 3. The host will be film critic Chuck Rich, who most recently worked for AP Radio affiliate WTOP(AM) Washington. The three reviews will be fed to stations each Friday during the 11:32 a.m. (NYT) feed.

□

The Southern Educational Communications Association has received a $125,000 grant from the National Endowment for the Arts for development of a series of 13 90-minute children's radio programs. The project, carried out by SECA in association with WUNC(FM) Chapel Hill, N.C., involves script development and production of a three-hour pilot episode of the series. The planning grant, from NEA's Media Program, will enable station-based and independent producers to prepare material for public radio's youngest audience.

□

Peter Wallach is hosting two barter features from Syndicated Program Productions of St. Louis. *Round One* is a talk show, also available for cash, directed to teen-agers and young adults, while *Critic-At-Large* is a 90-second commentary offered three times each week.

NAB finds 'typical' radio station had $50,000 profit in '82

The National Association of Broadcasters has now provided an in-depth look at the healthy financial performance it reported earlier for the typical commercial radio station in 1982. It is a 112-table follow-up to the association's preliminary announcement late last summer (BROADCASTING, Sept. 12, 1983).

The NAB not only documents how the typical radio station turned a pre-tax profit of $51,100 (up from $15,800 in 1981), but also reports that the typical aural broadcaster expected a 10.6% increase in net operating revenues in 1983.

That $51,100 pre-tax profit represents a 9.42% profit margin and stems from typical net revenues of $542,300 with operating expenses of $491,200.

The NAB's survey was based on usable questionnaire returns from 1,238 stations, a 20.3% response, representing 1,618 licensed radio facilities (combined AM-FM returns were counted as two stations).

In its finished report, the NAB augments national tables with breakdowns that reflect, by category, performances of AM, FM, AM-FM and daytime AM facilities as well as I-A 50 kw AM operations. Then data is reworked into supplementary tables according to market size and revenue size.

Those regroupings show that full-time AM stations nationwide had an average pretax profit of $35,400; AM-FM's $47,900; FM's $104,400; daytime AM's $12,200, and class I-A 50 kw AM's $598,700.

The final block of tables in the report offers insight into the 1982 track records of stations according to format—adult contemporary, AOR, beautiful music, classical, country, ethnic, nostalgia, religious, top 40 and urban. In many of these, NAB warns that the samples used for the table are insufficient to be meaningful.

The radio survey is patterned on one conducted by NAB on typical television station revenues and expenses released late last year (BROADCASTING, Dec. 12, 1983).

Inquiries about the report should be directed to NAB Services, 1771 N Street, N.W., Washington 20036. ☐

Typical radio station revenue and expenses—1982

Revenue & Expense Items	Typical Dollar Figures ($)	Typical Percent Figures (%)	Middle 50% Range ($)	
Total Time Sales:	562,500	100.0	282,700-	1,167,000
Network Compensation	0	0.0	0-	6,000
National & Regional Advertisers	79,200	14.1	21,300-	246,800
Local Advertisers	483,300	85.9	237,700-	885,500
Total Net Revenues	542,300		276,500-	1,062,100
Political Advertising Revenue	7,900		2,600-	18,100
Revenues Other Than Time Sales	1,100		0-	9,800
Trade-Outs & Barter	22,200		3,000-	65,200
Expenses:				
Engineering	29,700	6.1	14,400-	62,700
Program & Production	112,100	22.8	76,100-	223,600
News	25,900	5.3	12,000-	72,600
Sales	104,600	21.3	59,500-	240,300
Advertising & Promotion	28,600	5.8	7,400-	122,700
General & Administrative	190,300	38.7	125,000-	366,900
Total Expenses	491,200	100.0	258,200-	955,700
Salaries:				
Engineering	12,400	4.9	5,000-	27,200
Program & Production	72,900	29.1	52,200-	152,200
News	23,400	9.3	13,700-	65,000
Sales	77,800	31.1	46,000-	177,500
Advertising & Promotion	8,800	3.5	3,000-	19,700
General & Administrative	55,000	22.0	39,000-	106,400
Total Salaries	250,300	100.0	139,600-	454,000
Cost of Outside News Service	7,300		4,600-	11,100
Music License Fees	13,600		7,000-	27,300
Rating Services	2,300		0-	18,000
Travel & Entertainment	9,900		3,800-	20,700
Depreciation & Amortization	32,600		16,200-	69,400
Interest	2,500		0-	22,500
Utility Costs	13,700		6,900-	24,400
Bad Debt Expense	7,200		2,600-	18,400
Corporate Allocation Charges	0		0-	26,700
Employee Fringe Benefit Costs	22,700		8,700-	55,000
Station Insurance Costs	5,100		2,900-	9,100
Pre-Tax Profit	51,100		(18,000)-	168,600
Profit Margin		9.42%	(4.86%)-	24.21%
Fulltime Employment	14		9-	22
Parttime Employment	4		3-	6

PM MAGAZINE

BEATS

HEAD-TO-HEAD

	PM R/SH	ET R/SH	PM [illegible] ADV
San Francisco KPIX	12/21	7/12	[illegible]
Boston WBZ TV	11/21	8/16	+38
Pittsburgh KDKA TV	15/26	7/12	[illegible]
St. Louis KTVI TV	12/22	11/21	+9
San Diego KFMB TV	12/23	11/22	+9
Charlotte WBTV	17/28	13/22	[illegible]
New Orleans WWL TV	15/25	10/17	+50
San Antonio KSAT TV	15/29	8/16	+88
Wichita-Hutchinson KAKE TV	11/20	9/16	+22
Albuquerque KOB TV	9/18	7/13	[illegible]
Roanoke-Lynchburg WDBJ TV	17/29	12/20	+42
Lafayette LA KLFY TV	22/36	3/5	[illegible]
Boise KBCI TV	8/14	7/12	[illegible]

GROUP W PRODUCTIONS

THE HOTTEST AT NATPE

[illegible]

Books For Broadcasters

T5213 A **HANDBOOK OF RADIO PUBLICITY & PROMOTION,** by Jack MacDonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8 ½ x 11" bound in long-life 3-ring binder. **$34.95**

T5541 **VIDEO TAPE PRODUCTION AND COMMUNICATION TECHNIQUES,** by J.L. Efrein. A complete text on the production of video recording for effective communications. Tells how to put professional techniques to work in commercial, industrial, and school applications. 256 pps., 100 illus. **$12.95**

T51161 **TELEVISION PRODUCTION HANDBOOK,** by Doug Wardwell, PhD. A complete guide to planning, staging and directing a TV production. For those involved in any phase of TV production, or who want to learn how the system works, this is a working guide dealing with every aspect of this art. It offers an easy-to-grasp explanation of the workings of television program production and transmission and the vital functions the management/production team must fulfill. Then, the author tells how to use cameras and related equipment, lighting, makeup, sound, visuals, graphics settings and props to achieve the desired effect and result. He also offers sound advice on direction, on-camera appearance and performance, and electronic editing of the tape recording for final refinement. It's a book designed not only to teach, but to use as a day-to-day guide, too! 304 pps., 406 illus. **$15.95**

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CBS wins big with Super Bowl

Led by the Los Angeles Raiders and the Washington Redskins match-up in Super Bowl XVIII and the Super Bowl post-game show, CBS trounced the other two networks by a two-rating-point lead in prime time ratings for the week ended Jan. 22. Capturing the top spot for the 13th time in the 17-week-old season, CBS averaged a prime time rating of 19.3 and a share of 30, while ABC clocked a 17.5/27 and NBC placed third with 15/23, according to Nielsen.

The Super Bowl was the top-ranked program of the week with a 46/67 for its prime time overrun (7-8:20) and the post-game show ranked second with a 33.3/48.

Nonetheless, the Sunday ratings were still impressive enough to boost CBS's season-to-date average to 18.2/29, compared to ABC's 17.1/27 and NBC's 15.1/24. CBS has six of the top 10 shows for the week, while ABC had three and NBC one. ABC won Monday, Wednesday and Saturday nights; Sunday, Thursday and Friday went to CBS, and Tuesday, fueled by *A Team*, went to NBC.

NBC's premiere shows performed disappointingly. *Master*, which premiered on Friday (Jan. 20) at 8-9 p.m., tied for 50th place with a 13.2/20, while the debut of *Legmen* in the preceding hour fared worse with a 10.5/16, ranking 63d. And the second outing for NBC's *The New Show*, sank to 8/14 from its premiere 8.9/15 the week before. The second week of NBC's *TV Bloopers & Practical Jokes* and ABC's similarly structured program, *Foulups, Bleeps and Blunders*, slipped from their top-15 debut slots but remained in the top 20. Both shows, however, performed significantly better than the ones they replaced—*The Rousters* on NBC and *Just Our Luck* on ABC.

ABC's Monday night win was helped measurably by the *American Music Awards* special, which ABC said, at 27.4/41, was the highest average for any music awards broadcast in the past 10 years.

Although NBC's seventh-ranked *A Team* (24.7/35) gave it Tuesday night with an average 19.7/29.2, it lost the 9-11 p.m. block to CBS's *Tuesday Night Movie: The Seduction of Gina* (18.8/29). CBS came in second for the evening with an average 16.9/25 and ABC placed third with an average 15.3/23.

ABC took its customary first-place Wednesday-evening position with *Dynasty* and *Hotel*, and along with its 11th-ranked *Fall Guy*, delivered an average 22.9/34.6. CBS, pulled down by a lineup of programs that never achieved above an average 20 share each, came in third at 12.4/18.6. NBC, with its regular lineup of *Real People*, *Facts of Life*, *Night Court* and *St. Elsewhere*, managed to deliver an average 14.8/22.3 to place second for the evening.

CBS roared back to life Thursday night with its regular lineup of *Magnum P.I.*, *Simon & Simon* and *Knot's Landing* to rack up an average 22.7/34.

CBS, lifted by fifth-placed *Dallas* (26.2/40) and 13th-placed *Falcon Crest* (21.5/37), came in first on Friday with an average 21.8/35.

ABC captured Saturday night with an average 18.2/30.3, helped by a healthy 19.9/32 for *Love Boat* and 17.6/31 for *Fantasy Island*.

Rank	Show	Network	Rating/Share
1.	Super Bowl	CBS	46.0/67
2.	Super Bowl post-game	CBS	33.3/48
3.	60 Minutes	CBS	32.7/46
4.	American Music Awards	ABC	27.4/41
5.	Dallas	CBS	26.2/40
6.	Dynasty	ABC	24.8/36
7.	A Team	NBC	24.7/35
8.	Simon & Simon	CBS	24.1/35
9.	Magnum, P.I.	CBS	23.2/34
10.	Hotel	ABC	22.0/36
11.	Fall Guy	ABC	21.8/32
12.	Airwolf	CBS	21.6/36
13.	Falcon Crest	CBS	21.5/37
14.	Knots Landing	CBS	20.9/33
15.	Webster	ABC	20.2/31
16.	Love Boat	ABC	19.9/32
17.	TV Bloopers	NBC	19.3/27
18.	Riptide	NBC	19.0/27
19.	Seduction of Gina	CBS	18.8/29
20.	Foulups, Bleeps, Blunders	ABC	18.7/27
21.	Cheers	NBC	18.5/27
22.	Benson	ABC	18.4/29
23.	Silver Spoons	NBC	18.3/30
24.	Matt Houston	ABC	18.0/31
25.	Scarecrow & Mrs. King	CBS	18.0/28
26.	Hill Street Blues	NBC	17.8/28
27.	Dukes of Hazzard	CBS	17.7/28
28.	AfterMASH	CBS	17.7/25
29.	Fantasy Island	ABC	17.6/31
30.	Diamonds Are Forever	ABC	17.4/27
31.	Newhart	CBS	17.3/25
31.	Real People	NBC	17.3/25
33.	T.J. Hooker	ABC	17.1/26
34.	Diff'rent Strokes	NBC	16.7/28
35.	Three's Company	ABC	16.7/24
36.	Facts of Life	NBC	16.1/23
37.	Family Ties	NBC	16.0/23
38.	Gimme A Break	NBC	15.8/23
39.	Remington Steele	NBC	15.3/25
40.	A Matter of Sex	NBC	15.0/22
41.	Oh Madeline	ABC	14.8/22
42.	That's Incredible	ABC	14.6/21
43.	20/20	ABC	14.3/23
44.	Buffalo Bill	NBC	14.3/21
45.	Knight Rider	NBC	14.2/22
46.	Happy Days	ABC	13.9/19
47.	Hart to Hart	ABC	13.8/23
48.	Hardcastle & McCormick	ABC	13.5/19
49.	Night Court	NBC	13.4/20
50.	Master*	NBC	13.2/20
51.	Blue Thunder	ABC	13.2/20
52.	Carbon Copy	CBS	13.1/20
53.	Mississippi	CBS	13.1/18
54.	The Kid With the 200 I.Q.	NBC	12.7/18
55.	Mama's Family	NBC	12.6/20
56.	St. Elsewhere	NBC	12.4/20
57.	We Got It Made	NBC	12.3/20
58.	Domestic Life	CBS	12.2/18
59.	Automan	ABC	12.0/18
60.	Yellow Rose	NBC	11.8/21
61.	Making Love	CBS	11.8/20
62.	Emerald Point, N.A.S.	CBS	11.5/18
63.	Masquerade	ABC	11.5/17
64.	Legmen*	NBC	10.5/16
65.	Empire	CBS	10.0/14
66.	Poor Richard	CBS	9.2/15
67.	Ripley's Believe It Or Not	ABC	8.5/12
68.	New Show	NBC	8.0/14

*Premiere episode.

1983.

■ *Aberdeen, Wash.—Nathan Educational Broadcasting Foundation seeks 91.1 mhz, 600 w, HAAT: 354 ft. Address: 753 Bloching Circle, Clayton, Calif. 94517. Counsel: Putbrese & Hunsaker (Virginia). Principal is headed by Leonard D. Silva, minister. It also has app.'s for new noncommercial FM's at Bellingham, Longview and Olympia, all Washington. Filed Jan. 17.

■ *Bellingham, Wash.—Nathan Educational Broadcasting Foundation seeks 91.1 mhz, 100 w, HAAT: 1,380 ft. It also is applicant at Aberdeen, Wash. (see preceding app.). Filed Jan. 17.

■ *Longview, Wash.—Nathan Educational Broadcasting Foundation seeks 90.9 mhz, 600 w, HAAT: 274 ft. It also is applicant at Aberdeen, Wash. (see above). Filed Jan. 17.

■ *Olympian, Wash.—Nathan Educational Broadcasting Foundation seeks 90.5 mhz, 100 w, HAAT: 2,106 ft. It also is applicant at Aberdeen, Wash. (see above). Filed Jan. 17.

■ *Casper, Wyo.—Heritage Educational Foundation of Wyoming seeks 91.9 mhz, 600 w, HAAT: 167 ft. Address: 910 East Third St., Gillette, Wyo. 82716. Counsel: Putbrese & Hunsaker (Virginia). Principal is charitable trust headed by trustees including Nancy G. Mader, homemaker. It also has app.'s for new noncommercial FM's at Cheyenne, Gillette, Laramie and Rock Spring, all Wyoming. Filed Jan. 17.

TV's

■ *Dover, Del.—Delaware Citizens Communications seeks ch. 34; ERP: 14.8 kw vis., 1.48 kw aur., HAAT: 280 ft.; ant. height above ground 289.5 ft. Address: 122 North Front St., P.O. Box 864, Seaford, Del. 19973. Principal is nonprofit corporation which also owns WDPB-TV Seaford, Del. Filed Jan. 16.

■ *Boca Raton, Fla.—Goldcoast Educational Television System Inc. seeks ch. 63; ERP: 1,364 kw vis., 272.9 kw aur., HAAT: 728 ft.; ant. height above ground: 746 ft. Address: 255 East Las Olas Blvd., Ft. Lauderdale 33301. Principal is not-for-profit Florida corporation headed by Clinton D. Hamilton, president. Hamilton is executive vice president of Broward Community College. Filed Jan. 12.

■ *Bowling Green, Ky.—Western Kentucky University seeks ch. 59; ERP: 883.9 kw vis., 176.79 kw aur., HAAT: 680 ft.; ant. height above ground 599 ft. Address: Western Kentucky University, College Heights, Bowling Green, Ky. 42101. Principal is state university, which also owns co-located WKYU-FM and WDCL-FM Somerset, Ky., and has app. for new ITFS. It is headed by board of trustees, including Patsy Judd, executive director, Kentucky CATV Association. Filed Jan. 16.

■ Bad Axe, Mich.—Delta College seeks ch. 55; ERP: 117.2 kw vis., 11.72 kw aur., HAAT: 353 ft.; ant height above ground: 344 ft. Address: WUCM-TV Channel 19 Delta College, University, Mich. 48710. Principal is licensee of WUCM-FM-TV University Center, Mich. It is headed by Annette Deibel, chairman, who is housewife. Filed Jan. 16.

■ Burlington, N.J.—Adelphi Broadcasting Corp. seeks deleted facilities of WKBS-TV Burlington. Address: 181 Christopher St., New York 10014. Principal is owned by six investors. Voting stock is owned by Andrea J. Cetera (50%), Barbara Anderson and Beverly Harper (25%). Cetera is vice president at Viacom Enterprises. Other investors include Robin Reibel, director of press and public relations, WNEV-TV Boston. Filed Jan. 4.

■ Burlington, N.J.—Burlington Broadcasters Ltd. seeks ch. 48 – ; ERP: 1,888 kw vis., 189 kw aur., HAAT: 1107 ft. ; ant. height above ground: 1,082 ft. Address: 59 Washington St., Fieldsboro, N.J. 08505. Principal is owned by group of investors, including Robert Barnett, general partner (12%), and Gordon A. MacInnes 8% as general partner, 35% as limited partner. MacInnes is former executive director of New Jersey Public Broadcasting Authority, where Barnett is now employed. Filed Jan. 4.

■ Burlington, N.J.—Burlington 48 Inc. seeks ch. 48; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,079 ft.; ant. height above ground 1,054 ft. Address: 3500 Parkdale Ave., Baltimore 21211. Principal is majority owned by Julian S. Smith and Frederick M. Hines. They are also majority owners of WBFF(TV) Baltimore, 45% owner of WPTT-TV Pittsburgh, and have interest in CP for ch. 38 at St. Petersburg, Fla., and in applicant for ch. 63 at Bloomington, Ind. Filed Jan. 4.

■ *Claremore, Okla.—Rogers State College seeks ch. 35 – ; ERP: 70.15 kw vis., 7.02 kw aur., HAAT: 474 ft.; ant. height above ground: 429 ft. Address: Rogers State College, Claremore, Okla. 74017. Principal is two-year tax supported college. It also owns co-located *KNGX-FM. Filed Jan. 16.

■ Norman, Okla—High Definition TV seeks ch. 46; ERP: 5,000 kw vis., 500 kw aur., HAAT: 263.43 ft.; ant.height above ground: 271.35 ft. Address: 2500 Legion Drive, Knoxville, Tenn. 37920. Principal is owned by Charles J. Thompson. Filed Jan. 12.

■ Norman, Okla.—KUSA Brewer's Broadcasting Television seeks ch. 46; ERP: 3,210 kw vis., 321 kw aur., HAAT: 244.43 ft. ; ant. height above ground: 252. 35 ft. Address: 300 Mulvaney D-20, Knoxville, Tenn. Principal is owned by Allen Sheets. He is also applicant for new TV at Milwaukee and for 36 new LPTV's. Filed Jan. 12.

■ Norman, Okla.—Powell Community TV seeks ch. 46; ERP: 2,970 kw vis., 297 kw aur., HAAT: 219.43 ft.; ant. height above ground 227.35 ft. Address: 100 Dana Circle, Lehigh Acres, Fla. 33936. Principel is owned by Harry C. Powell. He is also applicant for 22 new LPTV's and is also applicant for new TV's at Cape Coral, Fla.; Texarkana, Tex.; Dubuque, Iowa.; Galeburg, Ill.; Tuscumbia, Ala.; Douglas, Ariz.; Urbana, Ill., and Milwaukee. Filed Jan. 12.

■ Norman, Okla.—Dorothy A. Vaughan seeks ch. 46; ERP: 5,000 kw vis., 500 kw aur., HAAT: 764.44 ft.; ant. height above ground: 772.35 ft. Address: 208 McFee Rd. Knoxville, Tenn. 37922. Filed Jan. 12.

■ Norman, Okla.—Women in TV Ownership and Management seeks ch. 46; ERP: 4,760 kw vis., 476 kw aur., HAAT: 229.43 ft.; ant. height above ground: 237.35 ft. Address: 6320 Trailhead Circle, Knoxville, Tenn. 37920. Principal is owned by Peggy Sparks. She is also applicant for new TV's at Beaumont, Tex.; Fort Collins, Colo.; Waterown, N.Y.; Arcata, Calif., Milwaukee and is applicant for one new LPTV. Filed Jan. 12.

■ Carolina, P.R.—Educational TV of Carolina seeks ch. 52; 55 kw vis., 5.5 kw aur., HAAT: 1,068 ft.; ant. height above ground 90 ft. Address: P.O. Box 8646, Humacao, P.R. 00661. Principal is owned by Samuel Lugo Perez (80%) and James Perna (20%). Perna also owns 20% of app. for new LPTV at Bayamon, P.R. Filed Nov. 23, 1983.

■ Ogden, Utah—Weber State College seeks ch. 9 + , ERP: 166 kw vis., HAAT: 2,920 ft. Address: 3750 Harrison Blvd., Ogden, Utah 84408. Principal is four-year undergraduate college, headed by Rodney H. Brady, president. Filed Dec. 12, 1983.

■ *Richland, Wash.—Washington State Univ. seeks ch. 31; ERP: 10.17 kw vis., 1,017 kw aur., HAAT: 1,192 ft.; ant. height above ground: 445 feet. Address: Edward R. Murrow Communications Center. Principal is headed by Dennis L. Haarsager, manager of radio-television service. It is also permitee of colocated *KFAE-FM, and owns *KWSU-AM-TV and *KZUU-FM Pullman, Wash. Filed Jan. 16.

■ Superior, Wis.—Dan Mahoney seeks ch. 40, 1,000 kw vis., 100 kw aur., HAAT: 532.08 ft.; ant. height above ground 244.2 ft. Address: 8 Arlington St., Auburn, Mass. 01501. Principal is also applicant for new TV's at Lake Worth, Fla.; Las Vegas; Waikuka, Wis., and Mobile, Ala. Filed Nov. 28, 1983.

Summary of broadcasting
as of December 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,733	164	4,897
Commercial FM	3,527	415	3,942
Educational FM	1,122	176	1,298
Total Radio	9,382	755	10,137
FM translators	760	425	1,185
Commercial VHF TV	531	21	552
Commercial UHF TV	331	220	551
Educational VHF TV	114	4	118
Educational UHF TV	173	24	197
Total TV	1,149	269	1,318
VHF LPTV	185	81	266
UHF LPTV	67	91	158
Total LPTV	252	172	424
VHF translators	2,853	198	3,051
UHF translators	1,876	329	2,205
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Ownership changes

Applications

■ KDXY(FM) (formerly KHIG[FM]) Paragould, Ark. (104.9 mhz, 3 kw, HAAT: 255 ft.)—Seeks assignment of license from Larry T. Coffman to New South Broadcasters for assumption of indebtedness, including $450,000 note. This is third sale of station in as many years. Seller is owned by Larry T. Coffman, who has no other broadcast interests. Buyer is owned by Fredrick D. Reagan, who also owns KXXA(AM) Monette, Ark. Filed Jan. 18.

■ WKEQ(AM)[CP] Burnside, Ky. (910 khz, 500 w-D)—Seeks transfer of control of general partnership from John B. Begley to Lenn R. Pruitt for $1. Filed Jan. 17.

■ WINN(AM) Louisville, Ky. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from David R. Roederer, receiver, to Full Force Broadcasting Inc. for $300,000, including noncompete agreement and assumption of $250,000 note. Sale is subject also to approval of Jefferson (Kentucky) Circuit Court. Seller took over from previous licensee, Whatever's Fair Kentucky Inc., which bought station for approximately $1 million ("Changing Hands," Aug. 6, 1979). Buyer is owned by Robert F. Bell, president (5%), and J. Thomas Hurvis, Riaz H. Waraich, James A. Bryan and Steve Warrenfeltz (23.75% each). Bell is majority owner of WXLL(AM) Decatur, Ga.; WWUS(FM) Big Pine Key, Fla., and 100% owner of WJLD(AM) Fairfield (Birmingham), Ala. He also has one-third interest in WRBD(AM)-WCKO(FM) Pompano Beach, Fla. He and Hurvis each own 42.5% of WCGL(AM) Jacksonville, Fla. Hurvis also has 22% interest in WXLL. Filed Jan. 12.

■ WAGM-TV Presque Isle, Me. (CBS, ABC and NBC; ch. 8; ERP: 58.9 kw vis., 5.37 kw aur., HAAT: 350 ft.)—Seeks assignment of license from Aroostook Broadcasting Co. to WAGM Inc. for approximately $3 million, including $1,760,000 cash. Sale includes 1,870 subscriber cable system at Houlton, Me. Seller, based in Portland, Me., is headed by Horace Hildreth, president. It also owns WABI-AM-TV and WBGW(FM) Bangor, Me.; WCJB-TV Gainesville, Fla., and cable systems in Maine, Massachusetts and New Hampshire. Buyer, based in Scranton, Pa., is headed by Thomas P. Shelburne, president, who controls majority of stock. It owned WNEP-TV Scranton-Wilkes Barre, Pa. Filed Dec. 21.

■ WBUK(AM) Portage, Mich. (1560 khz, 1 kw-D)—Seeks transfer of control of Radio Michigan Ltd. from Radio Michigan Ltd. (100% before; 49% after) to Harry E. Burns (none before; 51% after) for consultation and advancing of funds "necessary to clear up financial obligations." Sellers, who include William E. McCarthy, Robert Dana Macvay, Henry M. Jennings and Keith P. Gensheimer, will have their holdings reduced by 51%. They also own majority of WKNX(AM) Saginaw, Mich.; WIVQ(FM) Peru, Ill., and WKTN(FM) Kenton, Ohio. Buyer is broadcast consultant. Filed Dec. 16.

■ WDDT(AM) Greenville, Miss. (900 khz, 1 kw-D)—Seeks transfer of control of Clearwater Broadcasting from John T. Gibson Sr. and Betty W. Carter (50% each before; none after) to Don Manuel (none before; 100% after) for sum equal to four times company's assets as of April 30, 1983. Sellers have no other broadcast interests. Buyer has no other broadcast interests. Filed Jan. 4.

■ WXVT(TV) Greenville, Miss. (CBS, ch. 15, ERP: 2,746 kw vis., 549 kw aur., HAAT: 887 ft.)—Seeks assignment of license from Big River Broadcasting Co. to Big River Broadcasting Co. for $4.8 million. Seller is owned by group of Greenville-area businessmen. None have other broadcast interests. Buyer is principally owned by Andrew Stabler Jr., president; James H. Lamade, and Howard J. Lamade Jr. It also owns WLYC(AM)-WILQ(FM) Williamsport, Pa., and WCYB-TV Bristol, Va. Filed Jan. 16.

■ KBSI(TV)[CP] Cape Girardeau, Mo. (ch. 23; ERP: 1,869 kw vis., 94 kw aur.; HAAT: 592 ft., ant. height above ground 500 ft.)— Seeks transfer of control of Cape Girardeau Family Television from King W. Rogers III and Robert M. Rogers (13% each before; none after) to Media Central (34% before; 50% after) for $10,500. Sellers also have 3 LPTV app.'s in Tennessee. Buyer is majority owned by Morton J. Kent and family. They also own KHAI-TV(CP) Honolulu, Hawaii; majority of WOAC(TV) Canton, Ohio, and WKCH-TV(CP) Knoxville, Tenn.; 60% of general partnership for KEKR-TV(CP) Kansas City, Mo., and interest with option to buy majority of CP's for new TV's at Jackson, Miss., and Huntsville, Ala. Filed Jan. 16.

2/7/84
C1750-1

The Fifth Estate

Broadcasting ϟ Feb 6

MCA TV
AT THE
FAIRMONT

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NATPE

Vol. 106 No. 6

Broadcasting Feb 6

House report labels Reagan-Fowler meeting "improper"
Broadcasters report upbeat quarter, year
NATPE '84 set to go □ RAB coverage

EX PARTE REPORT □ House investigation says Reagan meeting with FCC Chairman Fowler over fin-syn rules was improper. **PAGE 47.**

MONEY MATTERS □ Broadcast companies show strong results for fourth quarter and full year 1983. **PAGE 47.**

FAIRNESS HEARING □ Broadcasters testify in support of S. 1917, which would eliminate fairness doctrine and political broadcasting regulation. **PAGE 48.**

CENTERED ON CHILDREN □ House deregulation negotiations break down over inclusion of children's television requirements. Opposing sides agree to move on bill, however, allowing for amendments to be added. **PAGE 50.**

BLACK TIE □ Annual IRTS meeting brings programing assessments from network entertainment chiefs, Hollywood producers and sports network executives. **PAGE 52.**

REAGAN BUDGET □ FCC holds its own in administration's 1985 budget, but public broadcasting funding is cut. **PAGE 54.**

NATPE 84 □ Television's premiere programing convention opens this week in San Francisco. The agenda for NATPE appears on **PAGE 70.** The latest news on new shows available in 1984 appears on **PAGE 87.** A list of Moscone Center exhibitors, followed by those showing product at the Fairmont hotel, appears on **PAGES 94-128.**

FINE TUNING □ Annual SMPTE gathering, to be held in Montreal, seeks ways of improving television picture quality. **PAGE 130.**

ENGINEERING EXPANSION □ NAB announces more engineering sessions will be held at annual convention in April in Las Vegas. **PAGE 130.**

SUMMER WISDOM □ RCA Communications chief says company will decide in July whether to get into direct broadcast satellite business. **PAGE 134.**

SALES REVIVAL □ Enthusiasm that 1984 will be a great year for radio abounds at RAB's Managing Sales Conference. **PAGE 140.** Workshop topics include computers, political and co-op advertising and nonwired networks. **PAGES 142-146.**

SMOOTHER SAILING □ Douglas Bennet has spent his first six months as NPR chief binding wounds and raising money. He pronounces the network in good shape on the eve of congressional oversight hearings. **PAGE 150.**

NRB CONVENTION □ Reagan, Dawson, Colson speak to National Religious Broadcasters gathering. **PAGES 150-158.**

REVERSIBLE DEREGULATION □ NAB, NRBA ask FCC to restore its oversight over call-sign conflicts. **PAGE 168.**

NEW BREED □ Universal Television President Robert Harris has parlayed his hands-on local programing experience into a top spot at one of television's busiest programers. **PAGE 199.**

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Chamber of Commerce building, Washington. Information: (202) 463-5679.

Also in February

Feb. 13—*Syracuse University Student Affiliates of New York chapter of National Academy of Television Arts and Sciences* "Media Professionals Series." Speaker: Neal Pilson, executive VP, CBS Broadcast Group. S.I. Newhouse School of Public Communications, Syracuse, N.Y. Information: Scott Klein, (315) 423-6112.

Feb. 14—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

Feb. 14-15—*Wisconsin Broadcasters Association* annual winter meeting and legislative reception. Concourse hotel, Madison, Wis.

Feb. 15—Deadline for entries in *Broadcasters Promotion Association*'s International Gold Medallion Awards competition, recognizing "excellence in the marketing of electronic communications." Information: Dr. Hayes Anderson, Department of Telecommunications and Film, San Diego State University, San Diego 92182; (619) 265-6570.

Feb. 15—Deadline for entries in Vanguard Awards, for "programs presenting positive nonstereotypical portrayals of women," sponsored by *Women in Communications*. Information: (512) 346-9875.

Feb. 15—Deadline for entries in Wilbur Awards, honoring excellence in "presentation of religious values by radio and television stations and producers, sponsored by *Religious Public Relations Council*. Information: Martin Neeb, Pacific Lutheran University, Tacoma, Wash., 98447.

Feb. 15—Deadline for entries in 11th Athens International Film/Video Festivals, sponsored by *Athens Center for Film and Video* and supported by grants from *National Endowment for the Arts*, *Ohio Arts Council* and *Ohio University College of Fine Arts*. Information: (614) 594-6888.

Feb. 15—Deadline for entries in Los Angeles Area Emmy Awards of *Academy of Television Arts and Sciences*. Information: ATAS, 4605 Lankershim Boulevard, suite 800, North Hollywood, Calif., 91602; (213) 506-7880.

■ **Feb. 15-17**—*Sat Serve* and *Applied Business Communications* teleconferencing workshop. Santa Clara Marriott, Santa Clara, Calif. Information: Polly Rash, (202) 331-1960.

Feb. 16—15th national Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Americana hotel, Fort Worth.

■ **Feb. 16**—*American Women in Radio and Television, Washington chapter*, reception honoring new members. International Club, Washington.

Feb. 16-17—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meetings. Westin St. Francis, San Francisco.

Feb. 16-17—"Segmenting the Media Markets: The New Broadcast Technologies," tutorial sponsored by *Washington Program of The Annenberg Schools*, extension of University of Pennsylvania and University of Southern California. Washington Program headquarters, 600 Maryland Avenue, suite 750, Washington. Information: (202) 484-2663.

Feb. 16-19—"Communications and the New Technologies," 13th annual communications conference. *Howard University*, Washington.

Feb. 19—"Investigative Journalism Under Attack: Problems and Challenges," reporting seminar, sponsored by S.I. Newhouse School of Public Communications, Syracuse, N.Y. Speakers: Geraldo Rivera, correspondent, ABC News's *20/20*, and Av Westin, executive producer, *20/20*. Information: Paul Dolan, (212) 580-6071, or Scott Klein, (315) 423-6112.

Feb. 20-22—*Community Antenna Television Association/Mid-America Cable TV Association* advanced technical training seminar. Holiday Inn Medical Center Holidome, Wichita, Kan.

Feb. 21—*Southern California Cable Association* luncheon. Speaker: Kare Anderson, Pacific Telephone. Airport Hilton, Los Angeles. Information: (213) 684-7024.

Feb. 21-23—*Washington Journalism Center's* Conference for Journalists, "Sports Issues 1984: Pros, Colleges, Olympics." Watergate hotel, Washington.

Feb. 22—*New York chapter, National Academy of Television Arts and Sciences*, drop-in luncheon. Speaker: Robert Frye, executive producer, *World News Tonight*. Copacabana, New York.

Feb. 22—*Ohio Association of Broadcasters* radio programers conference. Dublin Stouffer's, Dublin, Ohio.

Feb. 23—*National Association of Broadcasters* nationwide teleconference on political advertising. Subjects to include equal opportunities for candidate advertising, lowest unit charge and federal access requirements. Teleconference to be held in 25-30 locations. Information: NAB, (202) 293-3500.

Feb. 23—*American Advertising Federation* West Coast "Advertising and Public Policy Seminar." Speakers include Howard Bell, AAF president; Patricia Bailey, FTC commissioner, and Bruce Fein, general counsel, FCC. Beverly Hilton hotel, Los Angeles. Information: Janet Kennedy, (415) 421-6867.

Feb. 23-26—*Technology Entertainment Design (T.E.D.) Communications Conference*. Keynote speaker: Frank Stanton, president emeritus of CBS Inc.

Stay Tuned

A professional's guide to the intermedia week (Feb. 6-12)

The Compleat Beatles

Network television ☐ PBS: (check local times) *La Cenerentola* (comic opera based on Cinderella), Monday 9-midnight; *American Playhouse: Nothing But A Man*, Tuesday 9-10:30 p.m.; *The Dupont/Columbia Awards in Broadcast Journalism*, Wednesday 10-11:30 p.m.; CBS: "Gone With The Wind" (1939); Tuesday 9-11 and Wednesday 8-11 p.m.; NBC: *Celebrity** (three-part mini-series), Sunday 9-11:30 p.m. [to be concluded next week]; ABC: *Barbara Walters Special with Cosell, Williams and Mr. T*, Monday 10-11 p.m.; *1984 Winter Olympics**, Tuesday 8-11 p.m. and 11:30-midnight [to conclude 2/19/84].

Hitchcock

Radio ☐ NBC News: *Landing of Challenger*, Saturday 7:15-7:30 a.m.; ABC News: *Landing of Challenger*, Saturday 7-7:30 a.m.

Cable ☐ Cinemax: *The Concert for Bangladesh* (1971), Tuesday 1:30-2:30 p.m.; *The Compleat Beatles* (20th anniversary documentary), Tuesday 8-9 p.m.; *Likely Stories** (comedy anthology), Tuesday 10-11 p.m.; HBO: *Billy Crystal: A Comic's Line*, Friday 10-11 p.m.; *The Great Standups* (comedy), Saturday 10:30-11:30 p.m.; *To Catch A King** (movie), Sunday 8-10 p.m.; *David Bowie: Serious Moonlight*, Sunday 10-11 p.m.; Bravo: *Pavlova* (performance/documentary), Monday 10-11:30 p.m.

Museum of Broadcasting ☐ (1 East 53d Street, New York) *Hitchcock by Hitchcock*, exhibit of TV episodes, now-April 5; *Critic's Choice*, series of screenings, now-Feb. 25; *Critic's Choice*, seminar III, Tuesday 12:30-2 p.m.

*indicates a premiere episode

Errata

Walter Mears, former VP, Washington bureau chief, Associated Press, was **named VP and executive editor of AP, New York,** (BROADCASTING, Dec. 19), not UPI as was reported in "Fates & Fortunes," Jan. 9.

☐

WLUZ-TV Ponce, P.R. (ch. 7) **was not one of two stations sold** to Telepictures Corp., as reported in "In Brief," Dec. 12, 1983, and "Changing Hands," Dec. 19, 1983. Two stations bought by Telepictures Corp. were WKBM-TV Caguas (San Juan) (ch. 11) and WSUR-TV Ponce, P.R. (ch. 9).

☐

Cable TV advertising expenditures for **Young & Rubicam** in 1983 were **$29.4 million**, not $24.3 million as reported in company capsule on page 60 of BROADCASTING's Top 50 Ad Agencies in Jan. 23 issue.

☐

Bob Eubanks will host Golden West Television's *The Great Weight Loss Challenge*, not Dick Clark, as reported in the Jan. 23 issue.

'Seasons,' 'Hammer' nail down first for CBS

With four of the top five programs and eight of the top 10, CBS-TV rolled to a long lead in the prime time ratings for the week ended Jan. 29, topping ABC-TV by 2.8 rating points and NBC-TV by 4.6. CBS averaged a Nielsen rating/share of 19.3/30, ABC 16.5/26, and NBC 14.7/23.

CBS won Monday, Tuesday, Thursday, Friday and Sunday nights; ABC won Wednesday and Saturday.

CBS had solid help from premieres of two new series. A one-hour premiere of *Four Seasons*, the half-hour comedy series created by Alan Alda, on Sunday night (Jan. 29) produced a 22.3/31, ranking seventh for the week. A two-hour premiere (on Thursday) of the one-hour *Mike Hammer* private eye series (on Saturdays) generated 21.6/34, tying with NBC's *TV Bloopers, Commercials and Practical Jokes* for 10th. And in its first Saturday-night appearance, *Hammer* earned a 17.4/31.

CBS found somewhat less help in the first regular outing of its *Airwolf* series on Saturday at 9-10 p.m.: It produced a 16.2/27—down from 21.6/36 for its two-hour premiere the week before—and tied with NBC's *Real People* for 37th place.

Wednesday was an off-schedule night with President Reagan's 40-minute State of the Union address and a subsequent 30-minute Democratic reply extending from 9 p.m. to about 10:30 on all three networks. ABC won the night handily, in part because it was the only one to pick up with regular programing after the Capitol Hill events.

CBS's combination of *Magnum P.I.* and *Mike Hammer* special took Thursday night easily with a combined average of 21.7/34, with NBC's regular lineup placing second at 17.1/27 and ABC's third at 12.1/19.

At the end of the week, the 18th of the 1983-84 season, the season-to-date records were: 18.2/29 for CBS, 17.1/27 for ABC and 15.1/24 for NBC.

Outside of prime time, *CBS Evening News* continued to pace the early-evening news field, scoring a 14.5/24 for the week. *NBC Nightly News* was second with 11.7/20 and ABC's *World News Tonight* was third with 11.2/19.

Rank	Show	Network	Rating/Share
1.	60 Minutes	CBS	27.2/41
2.	Dallas	CBS	26.3/41
3.	Lost Honor of Kathryn Beck	CBS	22.7/35
4.	Jeffersons	CBS	22.7/32
5.	A Team	NBC	22.6/32
6.	Alice	CBS	22.4/33
7.	Four Seasons*	CBS	22.3/31
8.	Love Boat	ABC	22.1/37
9.	Magnum, P.I.	CBS	21.8/33
10.	Mike Hammer Special	CBS	21.6/34
11.	TV Bloopers	NBC	21.6/31
12.	Trapper John, M.D.	CBS	20.7/34
13.	Benson	ABC	20.6/33
14.	Webster	ABC	20.5/33
15.	The Four Seasons (movie)	CBS	20.5/31
16.	AfterMASH	CBS	20.5/30
17.	Amazons	ABC	20.4/31
18.	Newhart	CBS	19.7/28
19.	Fall Guy	ABC	19.4/29
20.	Cheers	NBC	19.3/29
21.	Foulups, Bleeps, Blunders	ABC	19.1/27
22.	Diff'rent Strokes	NBC	18.3/31
23.	The Outlaw Josey Wales	NBC	17.9/28
24.	Hardcastle & McCormick	ABC	17.9/25
25.	Matt Houston	ABC	17.8/31
26.	Three's Company	ABC	17.8/26
27.	Silver Spoons	NBC	17.6/29
28.	Knight Rider	NBC	17.6/25
29.	Family Ties	NBC	17.5/26
30.	Mike Hammer	CBS	17.4/31
31.	T.J. Hooker	ABC	16.9/28
32.	Hill Street Blues	NBC	16.8/28
33.	Gimme A Break	NBC	16.8/26
34.	Fantasy Island	ABC	16.7/30
35.	Jealousy	ABC	16.7/25
36.	Dukes of Hazzard	CBS	16.5/26
37.	Airwolf	CBS	16.2/27
38.	Real People	NBC	16.2/25
39.	Oh Madeline	ABC	16.1/24
40.	Happy Days	ABC	16.0/23
41.	Burnett Discovers Domingo	CBS	15.7/27
42.	Hotel	ABC	25.2/24
43.	Buffalo Bill	NBC	15.2/24
44.	Mississippi	CBS	15.0/21
45.	ABC Sports Sunday	ABC	14.9/25
46.	That's Incredible	ABC	14.3/20
47.	Remington Steele	NBC	14.1/22
48.	Hart to Hart	ABC	13.9/23
49.	Blue Thunder	ABC	13.5/21
50.	Domestic Life	CBS	13.1/20
51.	World War III, part 2	NBC	12.9/20
52.	Ripley's Believe It Or Not	ABC	12.9/19
53.	20/20	ABC	12.6/21
54.	Automan	ABC	11.9/18
55.	Masquerade	ABC	11.8/18
56.	Comedy's Funniest Moments	NBC	11.7/20
57.	State of the Union analysis	CBS	11.7/18
58.	Empire	CBS	10.6/16
59.	World War III, part 1	NBC	10.3/16
60.	Master	NBC	10.3/16
61.	Legmen	NBC	9.5/15
62.	Whiz Kids	CBS	8.9/15
63.	State of the Union analysis	CBS	8.4/15
64.	Decision '84	NBC	8.3/15
65.	Back Together	CBS	7.6/14
66.	NBC Reports—Lee Iacocca	NBC	6.9/10

*Premiere episode.

er broadcast interests. **Buyer** is owned by Gary Hess (25%), Sylvan Taplinger (25%), Martin W. Spector, wife, Dorothy, and Spectors' daughters, Roslynn Spooner and Ann Lief (12½% each). It also recently bought WVTY(FM) (previously WHBS[FM]) Holiday, Fla., for $800,000 and WWQT(AM) Dunedin, Fla., for $475,000 ("Changing Hands," both March 14, 1983). Taplinger is former executive vice president of SJR Communications, which sold off its radio properties. Spector is Florida-based record retailer. Hess is general manager of buyer's WWQT(AM) and WVTY(FM), and also has 25% interest in applicant for new FM's at Middletown, Md., and San Angelo, Tex. WTAI is daytimer on 1560 khz with 5 kw. WLLV is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

□ Other station sales approved by FCC include: WTJP-TV[CP] Gasden, Ala.; WJRD(AM) Tuscaloosa, Ala.; WPUL(AM) Bartow, Fla.; WPXE-AM-FM Starke, Fla.; WEAT-AM-FM West Palm Beach, Fla.; WPRC(AM)-WLRX(FM) Lincoln, Ill.; WLCB(AM) Buffalo, Ky.; WLBI(AM) Denham Springs, La.; WDGD(AM) Jackson, Mich.; WWIL(AM) Wilmington, N.C.; WDOH(FM) Delphos, Ohio; KHEN(AM)-KGCG-FM Henryetta, Okla.; WNOO(AM) Chattanooga and WZTQ(AM) Hurricane, W. Va. (see "For the Record," page 179).

CABLE

Cable system serving Buffalo, N.Y. □ Sold by Cowles Media Co. to Tele-Communications Inc. for $41.5 million. Sale is subject to approval of New York State Commission on Cable Television, which meets this week. **Seller** is Minneapolis-based publisher, whose properties include *Minneapolis Tribune*. Headed by Otto A. Silha, chairman, it recently sold WDRB-TV Louisville, Ky., for $10 million ("Changing Hands," Jan. 2) and has no other cable or broadcast properties. **Buyer**, publicly traded company, based in Denver, is largest MSO with 2,475,000 subscribers. It is headed by John C. Malone, president and CEO. Buffalo system, now complete, passes 135,000 homes and serves 60,000 subscribers with 506 miles of plant and 32 channels. Recent franchise renewal requires upgrading of system to 54 channels by 1989.

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has interest in KEWQ(AM) Paradise. He and Clapp have interest in KGBA(FM) Holtville, Calif., and with both Jones and Clapp, has an interest in CP for new AM (KKMC) at Gonzales, Calif. Clapp is chief engineer at KEBR. Jones and Clapp each have interests in eight LPTV app.'s. Action Jan. 12.

■ Madison, Wis.—Gamma Radio's app. returned for 870 khz, 1 kw-D, 1 kw-N. Action Jan. 12.

FM's

■ Greenville, Ala.—Maze Broadcasting Co.'s app. returned for 94.3 mhz, 3 kw, HAAT: 299.78 ft. Action Jan. 23.

■ Hampton, Ariz.—KIM-MAC Broadcasting Co.'s app. dismissed for 107.1 mhz, 1.35 kw, HAAT: 428 ft. Action Jan. 17.

■ Cambria, Calif.—E.G. Wallenbrook granted 94.3 mhz, 3 kw, HAAT: minus 99 ft. Address: 1420 Spencer St.,Cambria, Calif. Principal has no other broadcast interests. Action Dec. 20, 1983.

■ *Chico, Calif.—KXOL's app. returned for 90.3 mhz, 2.18 kw, HAAT: minus 689 ft. Action Jan. 12.

■ Long Beach, Calif.—Harden & Assoc.'s app. returned for 105.5 mhz, 1.6 kw. Action Jan. 30.

■ Oildale, Calif.—KB Enterprises granted 95.3 mhz, 2.5 kw, HAAT: 316 ft. Address: P.O. Box 1477, Victorville, Calif. 92392. At time of March 4, 1982, filing, principal was owned by Kenneth B. Orchard (80%) and Robert F. Turner (20%). Orchard also owns KVVQ(FM) Victorville, Calif. Action Dec. 12, 1983.

■ Panama City, Fla.—Marcus D. Sloan's and Charles Joseph Thompson's app. returned for 100.1 mhz, 3 k2, HAAT: 2,933 ft. Action Jan. 23.

■ Waycross, Ga.—Janice C. Koger and Joanne Brehm granted 97.7 mhz, 3 kw, HAAT: 300 ft. Address: 195 Colonial Way, Jesup, Ga. 31545. At time of Dec. 14, 1981, filing, Koger was secretary/clerk for Jesup, Ga., cable TV firm. Brehm was Atlanta real estate broker. Action Oct. 27, 1983.

■ Port Huron, Mich.—M&C Broadcasting's app. returned for 102.3 mhz, 3 kw, HAAT: 300 ft. Action Jan. 6.

■ *Las Vegas—Las Vegas Educational Broadcasting Foundation's app. returned for 90.7 mhz, 432 w, HAAT: minus 3 ft. Action Jan. 23.

■ Armijo, N.M.—Dorothy Davis's app. returned for 107.1 mhz, 1 kw, HAAT: minus 154 ft. Action Jan. 5.

■ Marlow, Okla.—Herman B. Hogsed's app. dismissed for 92.1 mhz, 3 k2, HAAT: 300 ft. Action Jan. 23.

■ Boqueron, P.R.—Olga Iris Fernandez's app. returned for 107.3 mhz, 3 kw, HAAT: 67.4 ft. Action Jan. 11.

■1*Rapid City, S.D.—State Board of Directors for Educational Television granted 90.3 mhz, 9.7 kw, HAAT: 411 ft. Address: University of South Dakota, Vermillion, S.D. 57069. At time of filing, May 7, 1982, principal was headed by Joseph R. Shields, chairman, and was licensee of six TV's. It was recently granted noncommercial FM at Reliance, S.D. ("For the Record," Sept. 5, 1983). Action Jan. 17.

■ Big Lake, Tex.—Dithot Broadcasting's app. returned for 98.3 mhz, 3 kw, HAAT: 190 ft. Action Jan. 18.

■ Lake Dallas-Denton, Tex.—North Texas Communications Group's app. dismissed for 99.1 mhz, 100 kw, HAAT: 920 ft. Action Jan. 30.

■ Uvalde, Tex.—Southwest Mediacast Inc. granted 102.3 mhz, 3 kw, HAAT: 140 ft. Address: 828 South Getty, Uvalde 78801. Principals at time of April 7, 1982, filing were Gary L. Jones and family. Jones is former program director at KVOU(AM)-KYUF(FM) Uvalde. Action Nov. 7, 1983.

■ Cape Charles, Va.—Ronald Smith granted 96.1 mhz, 5.92 kw, HAAT: 117 ft. Address: 7601 Topton St., New Carrollton, Md. 20784. At time of filing, May 29, 1980, principal was sales representative for WHAG-TV Hagerstown, Md. Action Dec. 27, 1983.

■ Clarksville, Va.—Clarksville Broadcasting Co. granted 98.3 mhz, 3 kw, HAAT: 213 ft. Address: P.O. Box 904, Clarksville 23927. Principals at time of Aug. 12, 1981 filing were: Robert R. Boyd (51%), S. Ben Judy (25%), Gregory C. Jones (10%), Willard C. Morgan (9%) and Jesse R. Overstreet (5%). Boyd was Annandale, Va., attorney. Judy was Clarksville, Va., physician. Jones was contractor. Morgan owned lumber company. Overstreet was Clarksville attorney. None had other broadcast interests. Action Oct. 19, 1983.

■ *Martinsburg, W. Va.—West Virginia Educational Broadcasting Authority granted 88.9 mhz, 3.98 kw, HAAT: 1,591 ft. Address: State Building 6, Suite B-424, Charleston, W. Va. 23505. Principal is owner or permitee of two TV's and five FM's and is applicant for new noncommercial TV at South Charleston and new noncommercial FM at Keyser, both West Virginia. It was recently granted new noncommercial FM at Parkersburg, W. Va. ("For the Record," Sept. 26, 1983). Action Jan. 17.

TV's

■ Hutchinson, Kan.—Way of Cross of Hutchinson granted ch. 36; ERP: 4,950 kw vis., 495 kw aur., HAAT: 303.13 ft.; ant. height above ground: 218.35 ft. Address: 1004 Crystal Court, Lexington, Ky. 40515. Principal is religious nonprofit corporation, headed by Roger McDuff, president. It also has app.'s for new TV's at Las Vegas; Big Spring and Corpus Christi, both Texas; Ogden, Utah, and Jackson, Mich. Action Jan. 16.

■ Salina, Kan.—Salina Television Inc. granted ch. 18; ERP: 1,352 kw vis., 135 kw aur., HAAT: 592 ft.; ant. height above ground: 532 ft. Address: 1456 Briarwood, McPherson, Kan. 67460. Principal is owned by Jill Bremyer, president, who has no other broadcast interests. Action Dec. 19.

■ Havre, Mont.—Apocalypse Television's app. dismissed for ch. 9; ERP: 100 kw vis., 10 kw aur., HAAT: minus 25.75 ft.; ant. height above ground: 199.6 ft. Action Jan. 20.

■ Sioux Falls, S.D.—Force Majeur Broadcasting's app. dismissed for ch. 36; ERP: 1,000 kw vis., 100 kw aur., HAAT: 2,012 ft.; ant. height above ground: 1,954 ft. Action Jan. 30.

■ *Odessa, Tex.—Odessa Junior College District's app. dismissed for ch. 36; ERP; 515 kw vis., 51.5 kw aur., HAAT: 487 ft.; ant. height above ground: 530 ft. Action Jan. 18.

Ownership changes

Applications

■ WORL(AM) Orlando and WJYO(FM) Mount Dora (Orlando), Fla. (1270 khz, 5 kw-D; FM: 107.7 mhz, 100 kw, HAAT: 829 ft.)—Seeks assignment of Sudbrink Broadcasting of Central Florida Inc. and CKK Broadcasting Co. to Metroplex Communications for $7 million, including $6.2 million cash. Price allocation is $1.3 million for WORL and $5.7 million for WJYO. Seller is Fort Lauderdale, Fla.-based group owner, majority owned by Robert W. Sudbrink and family, who also own WNWS(AM) South Miami, Fla.; KPOI(AM)-KDUK(FM) Honolulu, and WLAC(FM)-WJYN(FM) Nashville. Buyer is Cleveland-based broadcasting group headed by Norman Wain, president. It intends to keep WJYO and sell WORL. Metroplex also owns WFYV(FM) Atlantic Beach, WMGG(FM) Clearwater and and WHYI(FM) Fort Lauderdale, all Florida; WRMR(AM) Alexandria and WPKS-FM Woodbridge, both Virginia. Filed Jan. 24.

Summary of broadcasting
as of December 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,733	164	4,897
Commercial FM	3,527	415	3,942
Educational FM	1,122	176	1,298
Total Radio	9,382	755	10,137
FM translators	760	425	1,185
Commercial VHF TV	531	21	552
Commercial UHF TV	331	220	551
Educational VHF TV	114	4	118
Educational UHF TV	173	24	197
Total TV	1,149	269	1,318
VHF LPTV	185	81	266
UHF LPTV	67	91	158
Total LPTV	252	172	424
VHF translators	2,853	198	3,051
UHF translators	1,876	329	2,205
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WPLP(AM) Pinellas Park, Fla. (570 khz, 1 kw-U)—Seeks assignment of license from Dan Johnson Inc. to Guy Gannett Broadcasting Services for $850,000 cash. Seller is equally owned by Dan L. Johnson and his father, Elwyn. It had sold station five-and-a-half years ago for $675,000 to International Broadcasters Inc. but reacquired it last year for over $1 million after buyer, International, went bankrupt ("Changing Hands," Aug. 15, 1983). Dan Johnson also is 25% owner of WXCR(FM) Safety Harbor, Fla., and has minority interest in CP for new TV at Lakeland, Fla. Elwyn Johnson has no other broadcast interests. Buyer is Portland, Me.-based newspaper publisher, majority owned by estate of Guy P. Gannett, and headed by his daughter, Jean Gannett Hawley, chairman. It recently sold WGAN-AM-FM Portland, Me., for $3.1 million ("Changing Hands," Nov. 7, 1983), and also owns three AM's, four FM's and three TV's. Filed Jan. 23.

■ WBYG-FM Kankakee, Ill (99.9 mhz, 50 kw, HAAT: 500 ft)—Seeks assignment of license from WKAK Inc. to Gene Milner Broadcasting Co. for $1.2 million. Seller is majority owned by Harry C. Fitzgerald, who has no other broadcasting interests. Buyer is owned by Gene Milner and family. Milner is Fort Lauderdale, Fla.-based broadcast consultant and air personality who is former part owner of WSRF(AM)-WSHE-FM, which was sold four years ago ("Changing Hands," Aug. 6, 1979). Filed Jan. 17.

■ KREH(AM)-KGBM-FM Oakdale, (900 khz, 250 w-D; FM: 104.9 mhz, 1.5 kw, HAAT: 230 ft. It has CP for 3 kw.)—Seeks assignment of license from Oakdale Broadcasting Co. to Strother Broadcasting Co. of Louisiana for $350,000, including $343,000 seller's note. Seller is George B. Mowad, M.D., who bought station for $400,000 ("Changing Hands," June 15, 1981). He has no other broadcast interests. Buyer is owned by Ronald H. Strother, who has also bought, subject to FCC approval, KRIZ(FM) Roswell, N.M. ("Changing Hands," Jan. 30). He is also 65% owner of WTGI(FM) Hammond, La., which has been sold, subject to FCC approval ("Changing Hands," Jan. 16). Filed Jan. 24.

■ KWCL-AM-FM Oak Grove, La. (1280 khz, 1 kw-D; FM: 96.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Baker Broadcasting Corp. to Heart of Dixie Broadcasting Corp. for $290,000 including $60,000 cash, $96,000 seller's note and assumption of $134,000 note. Seller is owned by Edward Keith Baker and wife, Evelyn. They are also applicants for new FM at Mountain Home, Ark. Buyer is owned by Buford Bennett Strange, who also owns KDXI(AM)-KJVC(FM) Mansfield, La. He and his wife, Mayme Stone, also own WELZ(AM) Belzoni, Miss. Filed Jan. 23.

■ WSNE-FM Taunton, Mass. (93.3 mhz, 30 kw, HAAT: 620 feet)—Seeks transfer of control from Donald A. Lopes (51%) to Donald Wilks and Michael Schwartz (24.5% each before; 50% each after). Both this purchase and initial 49% purchase are for $103,850 cash and assumption of $3.5 million note. Seller's purchase of station from Outlet Co. was approved Jan. 11. Outlet's sale of station was condition for commission approval of Rockefeller Center Inc.'s purchase of Outlet. Other original buyer of station, Thomas L. DePetrillo, already sold his 49% share to Wilks and Schwartz. Neither has other broadcast interests. Buyers, Donald Wilks and Michael Schwartz, are Springfield, Mass., group owners of three AM's and four FM's. They are majority owners of recent sellers of WKZE-AM-FM Orleans, Mass., for $2.4 million ("Changing Hands," Sept. 5, 1983) and WPET(AM) Greensboro, N.C., for $750,000 ("Changing Hands," Dec. 19, 1983) and also majority owner of recent buyer of WOSC(AM)-WKFM(FM) Fulton, N.Y. for $1.5 million ("Changing Hands," Nov. 14, 1983). Filed Jan. 23.

■ WTAB(AM)-WKSM(FM) Tabor City, N.C. (1370 khz, 5 kw-D; FM: 104.9 mhz, 3 kw, HAAT: 425 ft.)—Sold by Sunbelt Broadcasting Inc. to Prorad Communications Inc. for $475,000, including $450,000 seller's note. Seller is owned by Donald W. Curtis (90%) and J.D. Longfellow (10%). They bought stations for $284,500 four years ago ("Changing Hands," March 17, 1980). Curtis recently sold WEWO(AM)-WSTS(FM) Laurinburg, N.C., to Durham, N.C.-based group owner Durham Life Broadcasting, of which he is now general manager ("Changing Hands," Dec. 19, 1983). He has also sold, subject to FCC approval, WTNC(AM)-WEYE(FM) Thomasville, N.C., ("Changing Hands," Dec. 19, 1983). Longfellow is Laurinburg-based CPA who has no other broadcast interests. Buyer is owned by Robert M. Binkley and his wife, Lorri G. He is vice president of sales for Laurinburg and Tabor City stations. She is office manager of appliance store. Filed Jan. 24.

■ WPRZ(AM)-WWWK(FM) Warrenton, Va. (1250 khz, 5 kw-D; FM. 107.7 mhz, 3.8 kw, HAAT: 800 ft.)—Seeks assignment of license from Northern Virginia Broadcasting

2/15/84
C1750-1

The Fifth Estate

Broadcasting Feb 13

VOLUME 24

Warner Bros. Television Distribution
A Warner Communications Company

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NATPE 84

Vol. 106 No. 7

Broadcasting ▱ Feb 13

NATPE opens in San Francisco
EEO problems slow broadcast dereg measure
"At Large" with Bob Packwood

UNPALATABLE DISH □ EEO is latest roadblock in negotiations with House members over broadcast deregulation. **PAGE 75.**

FCC OVERSIGHT □ House Energy and Commerce Committee questions FCC on Fowler's meeting with Reagan on fin-syn, children's television. **PAGE 76.**

WAR COVERAGE □ Media and Pentagon representatives testify at three days of hearings on how press can cover future military operations. **PAGE 78.**

NATPE 84 □ Premiere programing convention opens to 6,000 strong in San Francisco. **PAGE 96.** Observers are in disagreement over benefits of increased use of barter and barter/cash in programing deals. **PAGE 100.** A final rundown of what's hot in the marketplace. **PAGE 107.** A list of companies exhibiting at the Moscone Center, Fairmont hotel and other venues in San Francisco appears on **PAGES 110-156.**

BIRDS LAY EGG □ Westar VI and Indonesian satellite losses expected to raise insurance premiums and tighten satellite space for upcoming busy summer season. **PAGE 164.**

DARK HORSE □ Developers of multichannel television sound system ask FCC to delay decision on setting marketplace standard. **PAGE 166.**

On the scene. *Broadcasting will be headquarted at the San Francisco Hilton in suite G-1964 and G-1965. Both the Feb. 6 and Feb. 13 issues will be available in the suite and on the Moscone Center exhibit floor at 908 Broadway.*

NEW LEASE ON LIFETIME □ Consolidated cable service gets off the ground in 16 million cable homes. **PAGE 174.**

RATINGS WHISKER □ November local sweeps are too close to call between ABC and CBS. NBC is third. **PAGE 174.**

FIRST PRIORITY □ Oregon Senator Bob Packwood discusses his quest for First Amendment parity for the Fifth Estate in this "At Large" interview with BROADCASTING editors. **PAGE 188.**

MORE HEARINGS □ Cable operators testify in favor of S. 1917, which would eliminate fairness doctrine and political broadcasting laws. **PAGE 196.**

THE ENVELOPE □ duPont journalism award winners announced. **PAGE 200.**

HEAVENLY BROADCASTING □ Religious groups are largely responsible for recent flood of filings at FCC for noncommercial FM's. **PAGE 201.**

AT THE HELM □ Stan Marinoff is helping NATPE counter its one-trick-pony image with rush of activity on programers behalf. **PAGE 239.**

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Lifetime: cable service aims for power through partnership

Consolidation of Cable Health Network and Daytime gives service 12 million homes at launch, numbers that interest advertisers, says service; by 1985; joint venture expects to be profitable

First, there was Daytime; then there was the Cable Health Network.

Now there is neither, but in their place has arisen the cable network, Lifetime, combining what executives involved believe are the most popular program elements from the two previous advertiser-supported services which could not survive on a stand-alone basis.

And that consolidation of resources, among Hearst Corp. and ABC, which operated Daytime, and Viacom, the principal backer behind CHN, is what Lifetime executives point to first in explaining why they think two essentially unchanged program concepts can work in merged form. "We've combined the resources of three very large companies who are very much behind us," said Arthur Cooper, vice president, chief financial officer and acting head of Lifetime, until a president and chief operating officer is named. "We have a staff of very seasoned veterans," he added, most of whom came from Daytime and CHN ranks. Also, Cooper contends, "we have a concept we know can work," based on the positive response Lifetime has received from advertisers and cable operators.

Lifetime went into business Feb. 1 with just over 16 million homes in its cable household universe, and, helped largely by the signing of the Cox Cable system in San Diego with about 225,000 subscribers, the network has already expanded its reach to more than 16.5 million homes.

"We're on target with the number of affiliates we wanted [as well as] with our business plan," said Cooper. But he refused to back up the latter contention with any advertising sales or sales projection figures. The only projection the network is willing to disclose at this time is that it will be profitable by the end of 1985.

Lifetime executives cite several reasons why operators have been attracted to the new service, perhaps the most obvious being that it's offered free, although, Cooper admits, that could change if business doesn't develop according to the current plan. The decision to impose carriage fees, he said, would depend "on a lot of things," with advertising sales certainly one consideration.

In one sense, notes Don Andersson, Lifetime's vice president, affiliate relations, the merger was of particular benefit to Daytime. That service, geared primarily to women, was only on four hours a day, and generally transmitted on a channel with one or more other services. "The affiliates like the merger," says Andersson, because in its previous life "you couldn't identify [Daytime] with enough promotion to make it a really targeted vehicle. Now it has a set place on the dial within the framework of an overall network."

One other positive attribute of the network is its ability to approach advertisers with a household universe of more than 16 million already in tow. "It's a lot tougher to convince advertisers of your value when you only have two million [households]," said David Moore, Lifetime vice president, advertising.

Moore said the network has succeeded in holding on to all the advertisers who had previously bought time on either Daytime or CHN and that his staff was adding "a couple of new advertisers every week," with a current total of more than 75. On average, a spot on Lifetime costs about $500.

The Lifetime advertising sales strategy uses a two-pronged approach, explained Moore. "Any time anybody buys cable television, they're supplementing network television [buys]," he said. But there is a second and perhaps just as important reason for buying cable: "The ability to target a select audience that has been determined by the advertiser as most likely to buy his product." Thus, in addition to the standard cost-per-thousand sales pitch that all advertisers are accustomed to, and most comfortable with, Lifetime also uses in many instances a "cost-per-user" pitch, which attempts to show the advertiser he can reach those who are most likely to buy his products for less cost by purchasing time for particular Lifetime programs.

As an example, Moore cited the Lifetime program, *What Every Baby Knows*, which draws an audience 80% composed of young mothers. The CPM for such a program might be a bit higher than network television, said Moore, but the cost-per-user (CPU) is significantly lower, perhaps $6.50, compared with the $20 (daytime) to $50 (prime time) CPU's for network television.

As for programing on Lifetime, the network's vice president in charge of that department, Mary Alice Dwyer-Dobbin, says, "What we tried to do with the program schedule itself was to put in programs directed toward the largest type of audience available during the daypart." Thus, daytime programing is directed largely to the homemaker; early-morning and early-evening program fare is aimed at working women, and prime time material is targeted predominantly to couples.

About half of the network's program content is produced in-house, with the other half being produced by, among others, companies such as Tomorrow Entertainment (which produces the syndicated *Body Human* and *Life Line* programs and, for Lifetime, *What Every Baby Knows*) and King Features (which produces Lifetime's *Good Housekeeping: A Better Way*).

Among the more unusual programs on the network are several hours of weekly fare targeted to health care professionals such as doctors, nurses and physical therapists. That programing, originally developed at CHN, is transmitted over the main network to cable systems as well as directly to hospitals via satellite master antenna television systems.

Because Lifetime has a 16-million-household universe, it is eligible for measurement by Nielsen, and will be measured from its launch date. Its first report, covering February and March (succeeding reports will be quarterly) should be ready some time in the second quarter. Those ratings should, in part at least, fuel or dispel the belief that the Daytime and CHN program concepts can thrive in the cable marketplace as a single Lifetime network. ☐

November local TV sweeps: too close to call between ABC, CBS

In market-by-market reports, ABC says its affiliates delivered most homes; CBS says it was winner; each network uses slightly different data

The prime time race for first place in the November 1983 local TV sweeps measurements proved to be so close—once again—that different networks computed the outcome differently ("Closed Circuit," Jan. 23).

ABC's tally of the Arbitron Co.'s market-by-market reports puts ABC affiliates in first place—barely. CBS's Arbitron tally puts CBS affiliates first—even more barely.

By ABC's count, ABC affiliates delivered 15,355,000 homes per average quarter hour, CBS affiliates delivered 15,179,000 and NBC affiliates delivered 12,738,000.

By CBS's count, CBS affiliates delivered 15,180,000, ABC affiliates 15,112,000 and NBC affiliates 12,343,000.

Researchers at both networks were counting only "pure" network programing, meaning that they excluded all local programs that appeared in prime time. But their methodologies differed somewhat.

The main known difference was in the treatment of prime time programs that extended past prime time (11 p.m. NYT) or were delayed locally and shown in other dayparts. ABC includes the ratings for these runovers and DB's (delayed broadcasts); CBS does not.

In addition, CBS excluded the 10:30-11 p.m. segment of the special *Viewpoint* discussion program that ABC presented immediately following *The Day After*, its high-rated television movie about nuclear holocaust (BROADCASTING, Nov. 28, 1983). CBS researchers said they excluded *Viewpoint* because it was a network-sustaining program, a category normally not rated. (Even if they had counted it, they said, CBS affiliates still would have won the sweeps "by a little bit" in the CBS calculation of the results.)

ABC researchers said they counted *Viewpoint* because, although network sustainers are not usually rated, sustainers on the stations are.

ABC's calculations showed ABC affiliates in first place in 61 markets, more than in November 1982; CBS affiliates first in 72, down from 91 a year earlier, and NBC affiliates first in 14, unchanged from November 1982 (figures include ties). ABC also said its count showed 133 ABC affiliates increased their household delivery over November 1982 levels, as compared with gains by 42 CBS affiliates and 65 NBC affiliates.

CBS's calculations, using a split-point system for ties, showed that in the 146 markets where all three networks have affiliates, the CBS affiliate was in first place in 71.5 markets, the ABC affiliate first in 62.5 and the NBC affiliate first in 12. CBS also showed year-to-year gains for CBS affiliates in 57 markets, for ABC affiliates in 144 markets and for NBC affiliates in 66 markets.

The closeness of the outcome surprised researchers because in national ratings for the sweeps period, CBS led by more than a rating point. It was not the closest sweeps results of 1983, however. In the May measurements, the race was so tight that all three networks calculated the order of finish differently (BROADCASTING, July 4, 1983).

The chart beginning on page 178 was developed by BROADCASTING from compilations of Arbitron market-by-market reports by CBS and ABC researchers, as indicated. Household numbers are in thousands (add 000) per average quarter hour, covering only the networks' prime time schedules. Boldface numbers indicate market winners. A dash (—) indicates no primary affiliate in the market. An asterisk indicates a new station in the market, or an affiliation change between November 1982 and November 1983 sweeps. The 1983 sweep period was Nov. 2-29. □

ABC's regular series lift it to victory

With exceptionally strong performances by several of its regular series, ABC-TV was the runaway winner of the prime time ratings for the week ended Feb. 5, the 19th week of the 1983-84 season. ABC's average Nielsen rating/share, 19.6/30, was 3.4 rating points ahead of second-place CBS, whose 16.2/25 was a bare two-tenths of a rating point ahead of NBC's 16.0/24. It was ABC's fifth weekly win of the season, against 14 for CBS.

ABC won Wednesday, Saturday and Sunday nights and was second on all of the others. NBC won Monday and Tuesday and was second on the nights that ABC won. CBS won Thursday and Friday and was third the rest of the time.

ABC won each prime time half-hour on Wednesday and again on Saturday. On Wednesday, ABC's ***Dynasty*** produced a 25.4/38 to rank third for the week, while ***Hotel*** (23.3/40) took eighth place and ***Fall Guy*** (22.0/33) ranked 10th. On Saturday, a two-hour special presentation of ***Love Boat*** (21.4/35) ranked 12th for the week.

On Friday, although CBS won it, ABC's ***Webster*** (21.1/33) and ***Matt Houston*** (18.3/31) produced their highest ratings of the season, and ***Benson*** (19.6/32) came in with its second highest. CBS won the night with strong time-period wins for both ***Dallas*** (26.7/41) and ***Falcon Crest*** (21.7/37). NBC's new ***Legmen, Master*** and ***The New Show*** weren't in it, averaging 7.9/13.

CBS's regular lineup also produced that network's Thursday win, with ***Magnum P.I.*** earning 23.6/34, ***Simon & Simon*** 22.7/33 and ***Knot's Landing*** 20.1/33. During the first two hours, a repeat of the ABC movie, "Grease," generated 19.7/28, well ahead of NBC's regular lineup, but in the final hour NBC's ***Hill Street Blues***, with 19.1/31, easily outdistanced ABC's ***20/20*** for second-place. ***20/20*** had a 15.5/25.

Sunday, which goes to CBS more often than not, went to ABC on the strength of period-winning performances of ***Hardcastle & McCormick*** (20.1/28) and a special movie presentation of ***My Mother's Secret Life*** (25.1/36). CBS's ***Four Seasons***, which in a special one-hour premiere the week before had scored a 22.3/31, dropped to 17.5/25 in its first appearance in its half-hour format, losing more than seven rating points of the 25.0/37 delivered to it by ***60 Minutes***. And a CBS special movie presentation, the award-winning "Chariots of Fire," lost much of the lead-in that ***Four Seasons*** delivered, ending with an average of 11.8/17. The theatrical blockbuster, "On Golden Pond" (25.2/37), which ranked fourth for the week, helped NBC to a second-place finish on Sunday.

The week covered the first five days of the February local sweeps period. For those days the Nielsen national averages were: ABC 20.3, CBS 16.3 and NBC 14.4.

For the season to date, the averages now are CBS 18.1, ABC 17.2 and NBC 15.1.

Outside of prime time, ***CBS Evening News*** continued to lead in the news race with a 14.3 average for the week, followed by ***NBC Nightly News*** at 11.4 and ABC's ***World News Tonight*** at 11.2. In daytime programing for the week ended Jan. 29 (the latest for which ratings were available) CBS led with 7.7 to ABC's 7.3 and NBC's 5.5. In early morning the latest ratings, for Jan. 23-27, showed ABC's ***Good Morning America*** ahead for its 104th consecutive week, with a 5.5./24, and with NBC's ***Today*** gaining again over ***CBS Morning News***. ***Today*** had a 4.3/19 for the week and ***CBS Morning News*** a 3.7/16. □

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	26.7/41
2.	A Team	NBC	25.5/37
3.	Dynasty	ABC	25.4/38
4.	On Golden Pond	NBC	25.2/37
5.	My Mother's Secret L...	ABC	25.1/36
6.	60 Minutes	CBS	25.0/37
7.	Magnum, P.I.	CBS	23.6/34
8.	Hotel	ABC	23.3/40
9.	Simon & Simon	CBS	22.7/33
10.	Fall Guy	ABC	22.0/33
11.	Falcon Crest	CBS	21.7/37
12.	Love Boat	ABC	21.4/35
13.	Webster	ABC	21.1/33
14.	Knots Landing	CBS	20.1/33
15.	Riptide	NBC	20.1/30
16.	Hardcastle & McCormick	ABC	20.1/28
17.	Three's Company	ABC	19.9/29
18.	Most Beautiful Girl	NBC	19.8/29
19.	Grease	ABC	19.7/28
20.	AfterMASH	CBS	19.7/27
21.	Benson	ABC	19.6/32
22.	Knight Rider	NBC	19.5/27
23.	Newhart	CBS	19.4/27
24.	Hill Street Blues	NBC	19.1/31
25.	When She Says No	ABC	19.1/28
26.	TV Bloopers	NBC	19.1/27
27.	Scarecrow & Mrs. King	CBS	18.8/26
28.	Real People	NBC	18.4/28
29.	Facts of Life	NBC	18.4/27
30.	Matt Houston	ABC	18.3/31
31.	Hart to Hart	ABC	18.2/30
32.	Oh Madeline	ABC	18.2/27
33.	T.J. Hooker	ABC	17.7/30
34.	Four Seasons	CBS	17.5/25
35.	Foulups, Bleeps, Blunders	ABC	17.0/25
36.	Diff'rent Strokes	NBC	16.6/28
37.	Remington Steele	NBC	16.6/28
38.	Silver Spoons	NBC	16.4/27
39.	Night Court	NBC	16.1/24
40.	Ripley's Believe It Or Not	ABC	16.0/24
41.	Dukes of Hazzard	CBS	15.9/25
42.	Happy Days	ABC	15.8/22
43.	20/20	ABC	15.5/25
44.	Mike Hammer	CBS	15.2/26
45.	That's Incredible	ABC	15.0/21
46.	Master of Ballantrae	CBS	14.8/22
47.	Airwolf	CBS	14.5/24
48.	Gimme A Break	NBC	14.1/21
49.	Blue Thunder	ABC	13.3/21
50.	St. Elsewhere	NBC	13.1/22
51.	Cheers	NBC	13.1/19
52.	Emerald Point, N.A.S.	CBS	12.3/19
53.	Chariots of Fire	CBS	11.8/17
54.	Family Ties	NBC	11.6/17
55.	We Got It Made	NBC	11.4/19
56.	Mama's Family	NBC	11.3/18
57.	Buffalo Bill	NBC	11.2/16
58.	Hollywood's Mysteries	NBC	10.4/18
59.	The Final Conflict	CBS	10.2/16
60.	Master	NBC	9.4/15
61.	Empire	CBS	9.0/14
62.	Whiz Kids	CBS	7.7/13
63.	Legmen	NBC	7.5/12
64.	New Show	NBC	6.8/12
65.	First Camera	NBC	5.7/8

The November Sweeps: Abilene-Fort Wayne

ADI (rank)	ABC's computations 1983 households (000)			CBS's computations 1983 households (000)		
	ABC	CBS	NBC	ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	16	20	**26**	16	20	**26**
Albany, Ga. (150)	10	—	**52**	10	—	**51**
Albany-Schenectady-Troy, N.Y. (51)	91	**100**	72	94	**103**	71
Albuquerque, N.M. (62)	**75**	50	58	**77**	50	57
Alexandria, La. (163)	—	—	**34**	—	—	**34**
Alexandria, Minn. (178)	—	**40**	—	—	**40**	—
Alpena, Mich. (208)	—	**8**	—	—	**8**	—
Amarillo, Tex. (115)	**44**	31	26	**43**	33	26
Anniston, Ala. (192)	—	**18**	—	—	**19**	—
Ardmore-Ada, Okla. (172)	11	**24**	—	11	**25**	—
Atlanta (16)	212	**233**	150	215	**236**	149
Augusta, Ga. (103)	**51**	47	23	**51**	47	23
Austin, Tex. (82)	52	**58**	35	52	**59**	35
Bakersfield, Calif. (147)	**29**	22	20	**27**	22	20
Baltimore (21)	**198**	173	148	**202**	174	147
Bangor, Me. (156)	21	**29**	21	21	**28**	21
Baton Rouge (91)	**80**	69	31	**79**	68	31
Beaumont-Port Arthur, Tex. (120)	42	**51**	34	42	**52**	34
Bend, Ore. (203)	—	—	**4**	—	**5**	—
Billings-Harding, Mont. (169)	14	**20**	6	14	**20**	6
Biloxi-Gulfport-Pascagoula, Miss. (179)	**39**	—	—	**40**	—	—
Binghamton, N.Y. (134)	15	**48**	20	16	**52**	20
Birmingham, Ala. (48)	**139**	45	98	**140**	46	97
Bluefield-Beckley-Oak Hill, W.Va. (131)	**33**	—	27	**34**	—	27
Boise, Idaho (137)	25	**26**	25	**27**	26	25
Boston (6)	**328**	268	273	**307**	270	267
Bowling Green, Ky. (187)	**24**	—	—	**25**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (87)	32	58	**71**	33	58	**71**
Buffalo, N.Y. (33)	**116**	**116**	89	**116**	115	86
Burlington, Vt. (93)	18	**51**	27	19	**54**	27
Casper-Riverton, Wyo. (180)	**18**	12	2	**18**	11	2
Cedar Rapids-Waterloo, Iowa (76)	**67**	52	53	**61**	52	52
Charleston, S.C. (111)	40	**52**	30	40	**53**	30
Charleston-Huntington, W.Va. (43)	85	106	**112**	86	108	**111**
Charlotte, N.C. (32)	113	**137**	48	115	**145**	47
Chattanooga (79)	65	**66**	49	**66**	63	49
Cheyenne, Wyo. (189)	—	**23**	—	—	**23**	—
Chicago (3)	**537**	450	505	**539**	453	500
Chico-Redding, Calif. (138)	**33**	32	—	31	**33**	—
Cincinnati (28)	129	**139**	104	128	**141**	104
Clarksburg-Weston, W.Va. (162)	—	**27**	22	—	**27**	21
Cleveland (11)	**301**	227	223	**294**	228	222
Colorado Springs-Pueblo (105)	**46**	41	32	**47**	40	32
Columbia, S.C. (90)	40	35	**64**	41	39	**64**
Columbia-Jefferson City, Mo. (141)	28	**35**	19	28	**35**	19
Columbus, Ga. (113)	**54**	48	16	**54**	49	16
Columbus, Ohio (35)	123	**136**	105	123	**140**	105
Columbus-Tupelo, Miss. (136) *	11	32	**43**	11	33	**42**
Corpus Christi, Tex. (125)	**40**	27	24	**38**	27	24
Dallas-Fort Worth (9)	**296**	275	188	**292**	276	188
Davenport, Iowa-Rock Island-Moline, Ill. (75)	64	**65**	57	**65**	64	56
Dayton, Ohio (49)	88	**123**	70	90	**122**	69
Denver (19)	**162**	141	142	**168**	142	140
Des Moines (67)	65	**80**	62	67	**81**	61
Detroit (7)	**393**	322	301	**396**	329	287
Dothan, Ala. (160)	15	**46**	—	15	**46**	—
Duluth, Minn.-Superior, Wis. (114)	**39**	35	26	**39**	35	26
El Centro, Calif.-Yuma, Calif. (177)	6	—	**9**	4	—	**10**
El Paso, Tex. (103)	31	29	**33**	32	30	**33**
Elmira, N.Y. (165)	**13**	—	11	**14**	—	11
Erie, Pa. (146)	26	24	**30**	27	25	**30**
Eugene, Ore. (126)	**37**	35	16	**35**	**35**	16
Eureka, Calif. (181)	**11**	**11**	—	10	**12**	—
Evansville, Ind. (88)	**56**	44	36	**58**	45	36
Fargo, N.D. (101) *	40	**41**	31	39	**41**	31
Farmington, N.M. (202)	—	—	**4**	—	—	—
Flint-Saginaw-Bay City, Mich. (56)	**93**	46	87	**96**	48	86
Florence, S.C. (149)	25	**65**	—	25	**67**	—
Fort Myers-Naples, Fla. (112)	21	**40**	27	21	**39**	27
Fort Smith, Ark. (148)	16	**39**	14	16	**40**	14
Fort Wayne, Ind. (95)	**51**	42	39	**51**	43	39

* Asterisk denotes affiliate switch or new station.

Chart continues on page 182.

The November Sweeps: Fresno-Panama City

ADI (rank)	ABC's computations 1983 households (000)			CBS's computations 1983 households (000)		
	ABC	CBS	NBC	ABC	CBS	NBC
Fresno, Calif. (65)	51	**62**	45	48	**64**	44
Gainesville, Fla. (170)	**21**	—	—	**22**	—	—
Glendive, Mont. (209)	—	**2**	—	—	**2**	—
Grand Junction, Colo. (185)	8	**21**	—	8	**19**	—
Grand Rapids-Kalamazoo, Mich. (38)	**109**	92	83	75	**94**	82
Great Falls, Mont. (176)	13	**15**	—	13	**16**	—
Green Bay, Wis. (69) *	**76**	65	64	**77**	66	62
Greensboro-Winston Salem-High Point, N.C. (50)	88	**121**	73	90	**120**	72
Greenville-New Bern, N.C. (98)	32	**60**	49	32	**62**	49
Greenville-Asheville-Spartanburg, S.C. (36)	104	**123**	111	104	**127**	109
Greenwood-Greenville, Miss. (174)	**32**	13	—	**32**	13	—
Harrisburg-Lancaster-Lebanon-York, Pa. (46)	68	77	**101**	69	78	**101**
Harrisonburg, Va. (196)	**25**	—	—	**26**	—	—
Hartford-New Haven, Conn. (22)	148	**172**	82	152	**177**	82
Helena, Mont. (205)	—	—	**4**	—	—	**4**
Houston (10)	**297**	227	185	**298**	229	185
Huntsville-Decatur-Florence, Ala. (92)	53	**59**	42	54	**58**	35
Idaho Falls-Pocatello (157)	13	**21**	16	14	**21**	16
Indianapolis (24)	**156**	**156**	127	**158**	157	124
Jackson, Miss. (84)	35	**61**	59	36	**60**	59
Jackson, Tenn. (183)	**39**	—	—	**40**	—	—
Jacksonville, Fla. (64)	63	**91**	43	64	**92**	43
Johnstown-Altoona, Pa. (80)	1	59	**76**	1	61	**76**
Jonesboro, Ark. (173)	**33**	—	—	**33**	—	—
Joplin, Mo.-Pittsburg, Kan. (118)	34	**41**	26	34	**42**	25
Kansas City, Mo. (27)	**139**	137	109	**143**	137	108
Knoxville, Tenn. (58)	85	**106**	43	87	**104**	42
La Crosse-Eau Claire, Wis. (129)	21	**39**	38	21	**39**	38
Lafayette, Ind. (191)	—	**11**	—	—	**11**	—
Lafayette, La. (109)	51	**64**	—	51	**67**	—
Lake Charles, La. (168)	—	—	**37**	—	—	**37**
Lansing, Mich. (98)	—	**67**	38	—	**69**	38
Laredo, Tex. (198)	—	**4**	**4**	—	4	**6**
Las Vegas (102)	**40**	34	30	**37**	34	30
Laurel-Hattiesburg, Miss. (164)	—	—	**29**	—	—	**28**
Lexington, Ky. (77)	45	**77**	45	47	**77**	44
Lima, Ohio (193)	—	—	**15**	—	—	**15**
Lincoln-Hastings-Kearney, Neb. (89)	39	**56**	14	39	**55**	13
Little Rock, Ark. (53)	**102**	84	76	**105**	86	72
Los Angeles (2)	**690**	525	557	**661**	540	544
Louisville, Ky. (44)	69	**110**	90	70	**111**	95
Lubbock, Tex. (131)	27	**31**	22	26	**31**	21
Macon, Ga. (140)	20	**46**	16	21	**46**	15
Madison, Wis. (106)	40	**50**	34	41	**51**	33
Mankato, Minn. (197)	—	**16**	—	—	**16**	—
Marquette, Mich. (184)	—	**20**	—	—	**20**	—
McAllen-Brownsville, Tex. (120)	**31**	26	13	**32**	26	13
Medford, Ore. * (152)	—	25	**28**	—	25	**29**
Memphis (38)	98	**140**	102	99	**138**	102
Meridian, Miss. (171)	**30**	11	5	**30**	11	5
Miami (13)	**201**	195	148	**201**	194	147
Milwaukee (29)	**137**	121	105	**139**	121	104
Minneapolis-St. Paul (14)	213	**224**	144	212	**231**	138
Minot-Bismarck-Dickinson, N.D. (142)	—	32	**37**	—	32	**34**
Missoula-Butte, Mont. (153)	**29**	—	22	**32**	—	23
Mobile, Ala.-Pensacola, Fla. (61)	75	**92**	54	75	**93**	53
Monroe, La.-El Dorado, Ark. (114)	14	**73**	24	14	**74**	24
Montgomery, Ala. (119)	25	24	**57**	25	25	**56**
Nashville (31)	106	**166**	122	105	**160**	120
New Orleans (34)	122	**149**	93	115	**149**	90
New York (1)	**1,1[illegible]3**	964	1,067	**1,126**	976	1,062
Norfolk-Portsmouth, Va. (47)	87	**101**	80	88	**103**	80
North Platte, Neb. (207)	—	—	**6**	—	—	**6**
Odessa-Midland, Tex. (144)	28	**31**	22	28	**31**	22
Oklahoma City (40)	91	**103**	74	90	**100**	72
Omaha (71)	**77**	70	54	**76**	69	53
Orlando-Daytona Beach, Fla. (30)	**131**	118	115	**134**	121	114
Ottumwa, Iowa-Kirksville, Mo. (204)	**24**	—	—	**25**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (72)	39	**82**	59	40	**82**	58
Palm Springs, Calif. (186)	**9**	—	5	**8**	—	5
Panama City, Fla. (175)	**22**	—	20	**23**	—	20

* Asterisk denotes affiliate switch or new station.

Chart continues on page 186.

The November Sweeps: Parkersburg-Zanesville

	ABC's computations 1983 households (000)			CBS's computations 1983 households (000)		
ADI (rank)	**ABC**	**CBS**	**NBC**	**ABC**	**CBS**	**NBC**
Parkersburg, W.Va. (194)	—	—	**9**	—	—	**9**
Peoria, Ill. (100)	42	**43**	37	**43**	42	35
Philadelphia (4)	**558**	416	416	**559**	426	411
Phoenix (25)	121	**129**	103	**125**	124	97
Pittsburgh (12)	**299**	251	162	**301**	254	159
Portland, Ore. (23)	**142**	128	101	**140**	128	99
Portland-Poland Spring, Me. (78)	**61**	46	50	**64**	48	49
Presque Isle, Me. (200)	—	**8**	—	—	**9**	—
Providence, R.I.-New Bedford, Mass. (41)	110	79	**117**	**114**	84	112
Quincy, Ill.-Hannibal, Mo. (152)	—	**35**	30	—	**35**	30
Raleigh-Durham, N.C. (37)	**125**	102	36	**129**	103	36
Rapid City, S.D. (161)	15	—	**25**	15	—	**25**
Reno (124)	**32**	21	19	**30**	21	19
Richmond, Va. (57)	70	**81**	65	69	**90**	59
Roanoke-Lynchburg, Va. (68)	55	**89**	59	56	**88**	59
Rochester, Minn.-Mason City, Iowa (139)	**29**	24	25	**30**	26	25
Rochester, N.Y. (70)	**70**	58	53	**70**	56	49
Rockford, Ill. (109)	**38**	35	26	**39**	35	26
Roswell, N.M. (188) *	—	**18**	5	3	**17**	—
Sacramento-Stockton, Calif. (20)	**162**	129	138	**153**	132	134
St. Joseph, Mo. (190)	**20**	—	—	**20**	—	—
St. Louis (18)	199	**209**	160	204	**214**	158
Salinas-Monterey-San Jose, Calif. (108)	**47**	23	23	**46**	24	22
Salisbury, Md. (166)	10	**21**	—	11	21	—
Salt Lake City (42)	94	**103**	83	97	**104**	80
San Angelo, Tex. (195)	—	**13**	—	—	**13**	—
San Antonio, Tex. (45)	94	**102**	62	92	**103**	62
San Diego (26)	**118**	109	73	108	**112**	71
San Francisco (5)	**327**	289	261	**305**	298	251
Santa Barbara-Santa Maria, Calif. (116)	**29**	23	16	**27**	23	15
Savannah, Ga. (107)	33	**56**	23	34	**58**	23
Seattle-Bellingham-Tacoma (15)	**206**	146	162	**205**	153	156
Selma, Ala. (206)	—	**9**	—	—	**7**	—
Shreveport, La.-Texarkana, Tex. (55)	90	**100**	56	89	**99**	56
Sioux City, Iowa (135)	**37**	14	34	**37**	14	33
Sioux Falls-Mitchell, S.D. (95)	40	**73**	20	41	**72**	20
South Bend-Elkhart, Ind. (80)	50	**59**	**59**	51	**61**	59
Spokane, Wash. (74)	**61**	52	49	**57**	53	48
Springfield, Mass. (96)	**43**	—	42	**45**	—	41
Springfield, Mo. (82)	24	56	**59**	24	56	**58**
Springfield-Decatur-Champaign, Ill. (73)	56	**72**	49	57	**74**	49
Syracuse, N.Y. (66)	57	**77**	67	59	**77**	66
Tallahassee, Fla. (128)	13	**57**	5	13	**58**	5
Tampa-St.Petersburg-Sarasota (17)	**206**	203	134	186	**208**	131
Terre Haute, Ind. (126)	17	**44**	39	15	**44**	39
Toledo, Ohio (60)	72	**86**	74	73	**87**	74
Topeka, Kan. (145) *	10	**37**	22	10	**37**	22
Traverse City-Cadillac, Mich. (132)	19	**48**	29	19	**50**	28
Tucson, Ariz. (85)	**50**	46	42	**51**	45	42
Tulsa, Okla. (55)	**105**	89	61	**104**	88	59
Tuscaloosa, Ala. (188)	—	**12**	—	—	**12**	—
Twin Falls, Idaho (203)	—	—	**10**	—	—	**11**
Tyler, Tex. (159)	**53**	—	—	**53**	—	—
Utica, N.Y. (158)	16	—	**24**	16	—	**24**
Victoria, Tex. (202)	**5**	—	**5**	**5**	—	**5**
Waco-Temple, Tex. (97) *	—	**44**	40	—	**46**	39
Washington-Hagerstown, Md. (8)	**266**	254	229	265	**266**	211
Watertown-Carthage, N.Y. (167)	—	**20**	—	—	**20**	—
Wausau-Rhinelander, Wis. (132)	29	**48**	11	29	**47**	11
West Palm Beach-Ft. Pierce, Fla. (63)	53	24	**57**	49	24	**56**
Wheeling, W.Va.-Steubenville, Ohio (123)	—	**55**	44	—	**56**	42
Wichita-Hutchinson, Kan. (58)	74	**76**	64	73	**77**	62
Wichita Falls-Lawton (130)	**32**	28	22	**31**	29	22
Wilkes Barre-Scranton, Pa. (52)	**103**	61	83	**105**	63	82
Wilmington, N.C. (150)	30	—	**48**	31	—	**47**
Yakima, Wash. (122)	26	**38**	22	24	**38**	21
Youngstown, Ohio (83)	50	**65**	51	50	**65**	50
Zanesville, Ohio (198)	—	—	**9**	—	—	**9**

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* Asterisk denotes affiliate switch or new station.

New stations

Applications

AM's

■ Lake Mary, Fla.—FLA Ltd. seeks 1460 khz, 1 kw-D, 5 kw-N. Address: 30 Longleat Parkway, Amherst, N.Y. 14226. Principal is owned by general partner, Q-Tech Associates (30%), and limited partner, First Columbia Co. Inc. (70%). Q-Tech is owned by Alfred E. Anscombe and James E. Greeley, who is Washington communications attorney and applicant for two LPTV's in Virginia. Filed Jan. 24.

■ Lake Placid, Fla.—Women in Florida Broadcasting Inc. seeks 730 khz, 250 kw-D. Address: 4755 White Willow Lane, Orlando, Fla. 32808. Principal is owned by Sharon A. Seifert and Carol J. Lamons (30% each), and Beverly J. Johnston (15%), with remainder of ownership unknown. All three are sisters, who have no other broadcast interests.

■ Eldon, Mo.—Southwest Communications Inc. seeks 750 khz, 1 kw-D. Address: 209 E. Second St., Eldon, Mo. 65026. Principal is owned by Dennis McDaniel, who is licensee of co-located KLDN(FM) and is permittee of new FM at Centralia, Mo. Filed Jan. 24.

■ Highlands, N.C.—CBI Inc. seeks 110 khz, 10 kw-D. Address: Rt. 1, Box 278-C, Highlands, N.C. 28741. Principal's ownership is divided into class A voting stock (16,250 shares) and class B stock (15,000 shares). Class A Stock is equally owned by Vicki E. Bagley and John J. Seehof III (50% each). Class B Stock is equally owned by Ervin Jackson Jr., Elizabeth W. Lowry and Allen W. Martin and his wife, Ruth F. (33% each). None have other broadcast interests. Filed Jan. 24.

■ Hope Valley, R.I.—Fantasy Broadcasting seeks 1180 khz, 1 kw-D, 500 kw-CH. Address: R.F.D. #1, Box 439, West Kingston, R.I. 02892. Principal is owned by Richard Vittorioso, who is announcer at WKRI(AM) West Warwick, R.I. Filed Jan. 24.

■ Reston, Va.—Reston Community Broadcasting seeks 700 khz, 1 kw-D. Address: 11607 Vantage Hill 21B, Reston, Va. 22090. Counsel: Fisher, Wayland, Cooper and Leader. Principal is owned by David J. Matthews, who has no other broadcast interests. Filed Jan. 27.

FM's

■ *St. Paul, Alaska—Pribilof School District Board of Education seeks 91.9 mhz, 15.1 kw, HAAT: 38 ft. Address: Tolstoy St., St. Paul, Alaska 99660. Counsel: Neal Goldberg. Principal is headed by John R. Merculief, president, who is also public works director, city of St. Paul. Filed Jan. 23.

■ *Garberville, Calif.—Redwood Community Radio Inc. seeks 89.7 mhz, 200 w, HAAT: 2,507 ft. Address: P.O. Box 135, Redway, Calif. 95560. Principal is nonprofit corporation headed by James Durchslag, president.

■ *Idaho Falls, Idaho—Idaho Educational Broadcasting Foundation seeks 91.9 mhz, 600 w, HAAT: minus 291 ft. Address: P.O. Box 384 Lewiston, Idaho 83501. Counsel: Putbrese & Hunsaker (Virginia). Principal is charitable trust headed by Richard C. Moore, minister. It also has app.'s for new noncommercial FM's at Payette, Pocatello, Sandpoint, and Boise, all Idaho. Filed Jan. 25.

■ *Chicago—Open Media Corp. seeks 90.5, 29.96 kw, HAAT: 430 ft. Address: 1813 W. Cortland, Chicago, Ill. 60622. Principal is headed by Mitchell A. Lieber, president, who is former public affairs director of co-located WNIB(FM). It will remove its app. from mutually exclusive status with renewal app. of WMBI-FM Chicago.

■ Albany, Minn.—Stearns County Broadcasting Co. seeks 105.5 mhz, 3 kw, HAAT: 233 ft. Address: Box W, Albany, Minn. 56307. Principal is group of nine Minnesota investors headed by Norman Skalicky, president. It also owns KASM-(AM) Albany.

■ *Butte, Mont.—Montana Educational Broadcasting Foundation seeks 90.5 mhz, 100 w, HAAT: 1,850 ft. Address: 5326 East Side Highway, Florence, Mont. 59833. Counsel: Putbrese & Hunsaker. Principal is charitable trust headed by trustees including John Ward, potter. It also has app.'s for new FM's at Bozeman, Great Falls, Kalispell and Missoula, all Montana. Filed Jan. 25.

■ *Omaha—United Methodist Community Center seeks 88.7 m,hz, 100 w, HAAT: 141.3 ft. Address: 2001 North 35th St., Omaha, Neb. 68111. Principal is headed by Rev. Walter E. Bailey, president, who is pastor, St. Paul United Methodist Church.

■ *Oilton, Okla.—Oilton Educational Broadcasting Foundation seeks 88.7 mhz, 200 w, HAAT: 79 ft. Address: P.O. Box F, Oilton, Okla. 74052. Counsel: Stuart B. Mitchell & Associates. Principal is educational trust, headed by trustees including Bill Ryan, pastor. Filed Jan. 30.

■ *Stillwater, Okla.—Oklahoma Educational Broadcasting Foundation seeks 89.7 mhz, 550 w, HAAT: 387 ft. Address: 617 Manvel, Chandler, Okla. 74384. Counsel: Putbrese & Hunsaker. Principal is headed by Chandler trustees, including Gary K. Schroeder, businessman. It also has app.'s for new noncommercial FM's at Bartlesville, Miami, Muskogee and Shawnee, all Oklahoma. Filed Jan. 25.

■ *Roseburg, Ore.—Patricia Ann Silva Educational Broadcasting Foundation seeks 91.9 mhz, 100 w, HAAT: 1,194 ft. Address: 3732 Zion Place, Santa Maria, Calif. 03455. Counsel: Putbrese & Hunsaker. Principal is headed by James O. Holder, pastor. It also has app.'s for new noncommercial FM's at Astoria, Coos Bay, Grants Pass, and Newport, all Oregon. Filed Jan. 25.

■ Cabo Rojo, P.R.—Olga Iris Fernandez seeks 102.3 mhz, 3 kw, HAAT: 67.4 ft. Address: P.O. Box 316, URB Fas 17, Coamo, P.R. 00640. Principal is also applicant for new FM at Boqueron, P.R. Her husband, José David Soler, and his father, brother and sister own WCPR(AM) Coamo, P.R. Filed Jan. 26.

■ *Vermillion, S.D.—University of South Dakota seeks 91.1 mhz, 100 w, HAAT: 76 ft. Address: Slagle Hall-136 Clark St., Vermillion 57069. Principal is governed by board of regents of state of South Dakota. W. Leonard Lee is director of mass communications. Filed Jan. 31.

■ *Temple, Tex.—Waco Educational Broadcasting Foundation seeks 90.3 mhz, 550 kw, HAAT: 535 ft. Address: 1208 N. Robinson Dr., Waco, Tex. 76706. Counsel: Putbrese & Hunsaker. Principal is charitable trust headed by trustees including R.L. Whitworth, minister. It has also filed app.'s for new noncommercial FM's at Abilene, Brownwood and Bryan, all Texas. Filed Jan. 25.

■ *Everett, Wash.—Nathan Educational Broadcasting Foundation seeks 90.7 mhz, 600 w, HAAT: 155 ft. Address: 753 Bloching Circle, Clayton, Calif. 94517. Counsel: Putbrese & Hunsaker. Principal is headed by Leonard D. Silva, minister. It also has app.'s for new noncommercial FM's at Yakima, Wash. (see below), and Bellingham, Longview and Olympian, all Washington. Filed Jan. 25.

■ *Yakima, Wash.—Nathan Educational Broadcasting Foundation seeks 91.1 mhz, 300 w, HAAT: 705 ft. Principal is also applicant for new FM at Everett, Wash. (see above). Filed Jan. 25.

■ *Casper, Wyo.—Casper Educational Broadcasting Foundation seeks 91.1 mhz, 363 w, HAAT: minus 363 ft. Address: 5211 South Elm, Casper 82601. Counsel: Stuart Mitchell & Associates. Principal is charitable trust headed by trustees, including Cecil T.L Spear. Filed Jan. 30.

Summary of broadcasting
as of December 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,733	164	4,897
Commercial FM	3,527	415	3,942
Educational FM	1,122	176	1,298
Total Radio	9,382	755	10,137
FM translators	760	425	1,185
Commercial VHF TV	531	21	552
Commercial UHF TV	331	220	551
Educational VHF TV	114	4	118
Educational UHF TV	173	24	197
Total TV	1,149	269	1,318
VHF LPTV	185	81	266
UHF LPTV	67	91	158
Total LPTV	252	172	424
VHF translators	2,853	198	3,051
UHF translators	1,878	329	2,205
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

TV's

■ Albany, Ga.—Harold Yancey Edwards seeks ch. 52; ERP: 3,000 kw vis., 300 kw aur., HAAT: 452.6 ft.; ant. height above ground: 423.7 ft. Address: 204 N. Edwards, Enterprise, Ala. 36330. Principal has no other broadcast interests. Filed Dec. 30.

■ Paducah, Ky.—Johnny G. Box seeks ch. 49; ERP: 4,950 kw vis., 495 kw aur., HAAT: 284.5 ft.; ant. height above ground: 272 ft. Address: P.O. Box 1135, Paducah, Ky. 42001. Principal has no other broadcast interests. Filed Jan. 25.

■ Lewiston, Me.—Lewiston Broadcasting seeks ch. 35; HAAT: 295 ft.; ant. height above ground: 294 ft. Address: P.O. Box 381, Syracuse, N.Y. 13201. Principal is owned by William Gault (51%) and Gary Shanley (49%). They are also applicants for new TV's at Alpine, Tex. Shanley is also applicant for new TV at Sante Fe, N.M.

■ Wilson, N.C.—Bland Communications seeks ch. 30; ERP: 5,000 kw vis., 500 kw aur., HAAT: 950 ft.; ant. height above ground: 963 ft. Address: 210 Beacon St., Wilson, N.C. 27893. Principal is owned by Laura M. Bland (75%) and her husband, Michael (25%), who have no other broadcast interests. Filed Jan. 17.

■ Lake Dallas, Tex.—Gordon McLendon seeks ch. 55; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1438 ft.; ant. height above ground: 1,243 ft. Address: P.O. Box 1260, Lake Dallas, Tex. 75065. Counsel: Cohn & Marks. Principal is former owner, with his father, of McLendon Corp., group owner. McLendon Corp. sold its last station KNUS(FM) Dallas, Tex., in 1979. Filed Jan. 25.

Actions

AM

■ Lovelock, Nev.—88 Broadcasting Co. granted 880 khz, 1 kw-D, 250 w-N. Address: P.O. Box 550, Fair Oaks, Calif. 95628. Principal, at time of March 5, 1982 app., was owned by John L. Gardner, who was president of Fair Oaks, Calif., telecommunications company and who owned 50% of applicant for new AM's at Riverbank and Rancho Cordova, both California. Action Jan. 17.

FM's

■ College, Alaska—Empire Communications app. dismissed for 103.9 mhz, 3 kw, HAAT: 62 ft. Action Jan. 17.

■ College, Alaska—Student Media Inc. granted 103.9 mhz, 3 kw, HAAT: 0 ft. Address: P.O. Box 61052, Fairbanks, Alaska 99706-1052. Principal is nonprofit corporation, headed by John S. DiBene, president. It has no other broadcast interests. Action Jan. 17.

■ St. Johns, Ariz.—Bold Productions Inc. app. dismissed for 95.7 mhz, 100 kw, HAAT: 464 ft. Action Jan. 27.

■ St. Johns, Ariz.—Plateau Communications Inc. granted 95.7 mhz, 22.11 kw, HAAT: 1,776 ft. Address: P.O. Box 810, St. Johns 81596. Principal: Milford G. Richey is president and one-third owner. Richey owns and operates Arizona cable systems. Action Jan. 26.

■ Marathon, Fla.—Paul L. Crogan granted 106.3 mhz, 3 kw, HAAT: 190 ft. Address: 1208 Simonton Street, Key West, Fla. 33040. Principal has no other broadcast interests. Action Jan. 24.

■ *Wichita, Kan.—Wichita Educational Broadcsting Foundation app. returned for 88.3 mhz, 100 kw, HAAT: 320 ft. Action Jan. 22.

■ Grantsville, Md.—He's Alive Inc. seeks 90.3 mhz, 10 kw, HAAT: 600 ft. Address: 1000 Springs Road, Grantsville, Md. 21536. Principal is nonprofit corporation, headed by Dewayne Johnson, president. It has no other broadcast interests. Action Jan. 26.

■ Leesville, S.C.—Leesville Broadcasting Co. app. returned for 95.3 mhz, 3 kw, HAAT: 283 ft. Action Jan. 26.

■ Elkton, Va.—Robert James Lacey app. returned for 98.3 mhz, 3 kw, HAAT: 298.5 ft. Action Jan. 22.

TV's

■ Douglas, Ariz.—TV 3 Partners app. dismissed for ch. 3; ERP; 100 kw vis., 20 kw aur., HAAT: 2,296 ft. Action Jan. 26.

Allocations

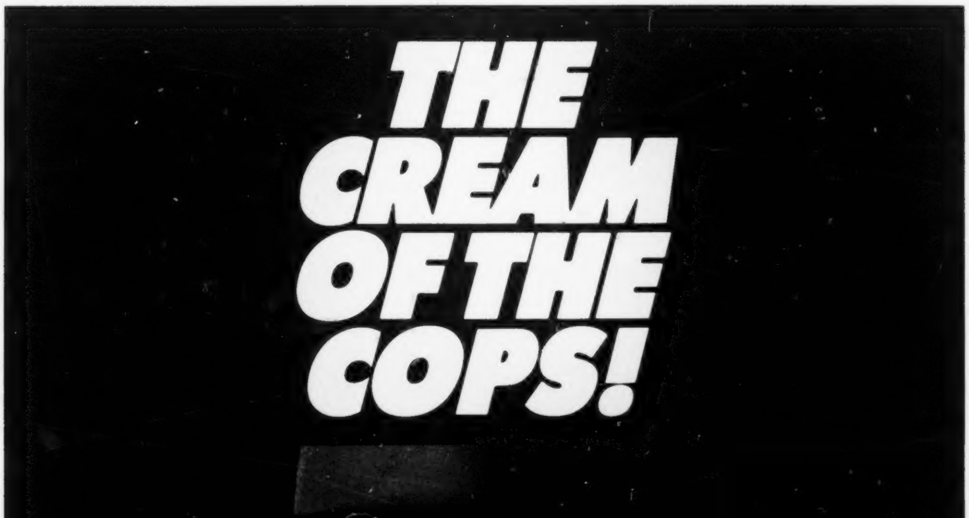
Applications

■ Citronelle, Ala.—Barbara Kay Turner proposed assignment of FM ch. 272A to Citronelle; its first FM assignment.

2/23/84
C1750-1

The Fifth Estate

Broadcasting Feb 20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MCA TV

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BETHESDA MD 20814

53d Year 1984

Vol. 106 No. 8

Broadcasting Feb 20

NATPE closes San Francisco show
CBS bows out of fin-syn talks □ Bids are in for D.C. cable
INTV-NATPE still at scheduling impasse

DOUBLE VICTORY □ NATPE's official and unofficial exhibit areas pronounced marked success. First-run crop best in years. **PAGE 31.**

SCHEDULING IMPASSE □ NATPE and INTV leaders still at odds over dates of next year's conventions, now set but days apart. **PAGE 32.**

FEE PROPOSAL □ Wirth introduces bill on cable franchise fees, essentially codifying FCC limits. Some monies collected would go to local access programing. **PAGE 33.**

ON THE REBOUND □ ABC ratings improve for winter Olympics coverage. **PAGE 34.**

AND THEN THERE WERE NONE □ CBS, only network still negotiating with Hollywood representatives on fin-syn, pulls out of talks. **PAGE 35.**

CAPITAL CABLE □ Three companies file bids for District of Columbia cable franchise. **PAGE 36.**

INTERNATIONAL SUCCESS □ WARC delegation returns home all smiles; U.S. received all it wanted and more. **PAGE 37.**

A FOURTH □ RCA files with FCC to join ISI and Orion as competitors to Intelsat in international satellite communications. **PAGE 38.**

NATPE 84 □ BROADCASTING's wrapup of the NATPE programing marketplace begins on **PAGE 42.** Prospects for a fourth network. **PAGE 53.** Networks meet with their affiliates. **PAGES 56-57.** Panelists don't see all deregulation as beneficial. **PAGE 60.** Naisbitt foresees decline of networks. **PAGE 60.** Iris award winners named. **PAGE 61.** Independents view their fates. **PAGE 62.** Ever-changing barter world is examined. **PAGE 62.** Promotion of movies seen as key to improved ratings. **PAGE 63.** Workshop on LPTV suggests promotion as "community television." **PAGE 64.** NATPE's final session examined future of programing. **PAGE 64.** Local programers discuss successful formulas. **PAGE 65.** PBS affiliates hold upbeat meeting. **PAGE 66.** Update on the new technologies. **PAGE 66.** Distributors' free advice: allow shows time to develop and succeed. **PAGE 67.**

WHO'S FIRST □ Broadcasters, in comments to FCC, back translators getting priority over LPTV applicants at commission. **PAGE 70.**

MONTREAL SHOW □ SMPTE conference offers myriad of papers, many aimed at enhancing existing television system. **PAGE 72.**

NAB VIDEOCONFERENCE □ Association plans nationwide videoconference on political advertising. **PAGE 75.**

IT'S OFFICIAL □ CBS, IBM and Sears join in videotex venture; few details of plan are announced. **PAGE 81.**

COUNTRY HITS □ Country Radio Seminar opens 15th annual convention in Nashville next week. **PAGE 82.**

GOODWILL AMBASSADOR □ As Corporation for Public Broadcasting chairman, Sharon Rockefeller is committed to educating America. **PAGE 103.**

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Country Radio reprises in Nashville

For first time, seminar will feature exhibit hall with 20 companies in hand

The spotlight will be on country music beginning next week (March 1-3) when over 700 radio and record industry representatives descend on the Opryland hotel in Nashville for the 15th annual Country Radio Seminar, sponsored by Country Radio Broadcasters (CRB).

The keynote address, set for Friday (March 2) at 9 a.m., will be given by Pam Lontos, a specialist in radio sales motivation. The closing remarks, scheduled for Saturday (March 3) at 5:30 p.m., will be given by country comedian and inspirational speaker Jerry Clower. An artist-attended reception officially kicks off the festivities on Thursday evening (March 1).

A first for this year's Country Radio Seminar is the establishment of an exhibit hall where over 20 companies will be represented. Motorola will display a 1984 Buick equipped with Motorola's new C-Quam AM stereo receiver. The CRB board voted last September to have an exhibit hall and a full-time effort on the project began only last month, noted Dave Donahue, exhibit and suite coordinator for CRB. "The response on such short notice has been excellent," he said. The exhibit hall, which encompasses 6,000 square feet of space, will be open from 2 p.m. to 7 p.m. on Thursday and Saturday and from 2 p.m. to 10 p.m. on Friday.

There will be 18 workshops including topics on evaluating outside programing sources, structuring rate cards and running focus groups. And for the first time this year, there will be six sessions specifically geared to the record industry (but open to all attendees) called MIPS (Music Industry Professional Seminars). They are coordinated by the Country Music Association (CMA) and are scheduled to begin on Thursday afternoon (March 1) at 2 p.m.

"Early bird" sessions on agribusiness and engineering will start the day on Friday at 7:45 a.m. The CRB will also hold its annual forum on the relationship between stations and rep firms. Conference agenda chairman for 1984 is Charlie Cook, a Los Angeles radio personality.

As in past years, the seminar will close with a banquet and the "New Faces Show" where broadcasters and record label executives review 10 new country acts.

As of late last week, paid pre-registration stood at 575. According to CRB officials, attendance for the three-day event has been growing by between 50 and 100 people each year. Total attendance in 1983 was 640. ☐

NBC's first win of the season

With eight of the top 15 programs and with victories on three of the seven nights, NBC-TV scored its first weekly win of the 1983-84 prime time season in the week ended Feb. 12. NBC came in with a Nielsen rating/share of 17.5/27, CBS was second with 17.3/26 and ABC—despite its coverage of the Olympics, or because of it—was third with 17.0/26. With only half a rating point between first and last, it was the most competitive of the season's 20 weeks thus far. CBS has won 14 and ABC five.

ABC's first two nights of prime time coverage of the Olympic games, Tuesday and Wednesday, must have helped NBC more than they helped ABC. The Tuesday night games certainly didn't help ABC, averaging 11.6/18 and ranking 54th among the week's 59 programs. The Wednesday night games improved in ratings (17.2/27), ranking 25th, but not enough to keep the night—which usually goes to ABC—from going to NBC. NBC also won Monday and Tuesday nights.

ABC's Olympics ratings, after their seeming recovery on Wednesday night, took a sharp turn for the worse on Thursday evening, when events at the Sarajevo games site were so dull that ABC trimmed its coverage from three hours to two, inserting a *20/20* broadcast at 10 p.m. The Olympics portion came in at 13.7/20, and *20/20* did 11.7/19. Beginning Friday, however, the Olympics ratings turned healthy and became increasingly so, going from 18.7/30 on Friday to 18.8/31 on Saturday and 19.3/29 on Sunday, ranking 20th, 19th and 18th respectively.

Despite the resurgence, rival network researchers said that the Olympics ratings for the week averaged 17.4/27 and that, as one put it, "this was the first time anyone lost with an Olympic week since 1968."

NBC won the week primarily with its regular lineup. A spokesman said NBC researchers had studied the ratings for the 1980 and 1976 games and concluded, among other things, that regular programing tends to do best against Olympics. So with few exceptions, NBC stayed with its regular series; even when it presented what might otherwise be called special programs, it put them into regular movie spots. Thus, Michael Landon in *Little House Farewell* was shown as the NBC Monday night movie (and scored a 22.0/32, ranking ninth for the week), and part one of the three-part *Celebrity* was presented as the NBC Sunday night movie (21.2/33, ranking 12th).

For the first 13 days of the Arbitron local measurement sweep (Feb. 1-13), ABC leads in the network ratings with 18.5 to CBS's 16.6 and NBC's 16.5. For the first 12 days of the Nielsen local sweep (Feb. 2-13), ABC is ahead in the nationals with 18.1, followed by CBS at 17.2 and NBC at 16.6. ☐

Rank	Show	Network	Rating/Share
1.	A Team	NBC	26.8/28
2.	Simon & Simon	CBS	26.4/38
3.	Dallas	CBS	25.3/28
4.	60 Minutes	CBS	24.5/38
5.	Magnum, P.I.	CBS	24.3/36
6.	Riptide	NBC	23.5/34
7.	Knots Landing	CBS	22.9/37
8.	Falcon Crest	CBS	22.1/36
9.	Lt. House/Farewell	NBC	22.0/32
10.	Remington Steele	NBC	21.4/37
11.	TV Bloopers	NBC	21.3/30
12.	Celebrity, part 1	NBC	21.2/33
13.	Knight Rider	NBC	20.7/30
14.	Barbara Walters Special	ABC	20.6/32
15.	Facts of Life	NBC	20.4/30
16.	Arthur	ABC	20.1/28
17.	Hill Street Blues	NBC	19.8/32
18.	Winter Olympics Sun. 7 p.m.	ABC	19.3/29
19.	Winter Olympics Sat. 8 p.m.	ABC	18.8/31
20.	Winter Olympics Sat. 8 p.m.	ABC	18.7/30
21.	Jeffersons	CBS	18.5/27
22.	Real People	NBC	17.9/27
23.	Family Ties	NBC	17.9/26
24.	Gimme A Break	NBC	17.5/26
25.	Winter Olympics Wed. 9 p.m.	ABC	17.2/27
26.	Cheers	NBC	17.1/25
27.	Scarecrow & Mrs. King	CBS	17.1/24
28.	Alice	CBS	16.8/24
29.	Dukes of Hazzard	CBS	16.6/26
30.	A Good Sport	CBS	16.2/25
31.	Four Seasons	CBS	16.2/24
32.	Night Court	NBC	16.2/24
33.	AfterMASH	CBS	16.0/22
34.	Diff'rent Strokes	NBC	15.9/26
35.	One Day at a Time	CBS	15.5/22
36.	Mike Hammer	CBS	15.2/27
37.	Silver Spoons	NBC	14.9/24
38.	Newhart	CBS	14.9/21
39.	Bugs Bunny Special	CBS	14.8/22
40.	Mississippi	CBS	14.7/21
41.	St. Elsewhere	NBC	14.4/24
42.	Trapper John, MD.	CBS	14.3/22
43.	20/20 (Wed)	ABC	14.3/21
44.	Airwolf	CBS	143.9/22
45.	Winter Olympics Thurs. 8 p.m.	ABC	13.7/20
46.	Buffalo Bill	NBC	13.4/20
47.	Mama's Family	NBC	13.2/21
48.	Fantastic World of Collins	NBC	12.9/20
49.	We Got It Made	NBC	12.5/20
50.	Bugs Bunny Special	CBS	12.4/20
51.	Charlie Brown Special	CBS	12.4/20
52.	The Sky's No Limit	CBS	12.0/19
53.	20/20 (Thurs.)	ABC	11.7/19
54.	Winter Olympics Tues. 8 p.m.	ABC	11.6/18
55.	Emerald Point, N.A.S.	CBS	10.5/16
56.	Yellow Rose	NBC	10.4/18
57.	Berenstain Bears Special	NBC	9.8/15
58.	Chipmunk Valentine	NBC	8.3/13
59.	New Show	NBC	8.1/13

Seller is majority owned by Willard Schroeder. Other owners are Edsko Hekman and Michael Lareau. Lareau will have minority interest in buyer and will remain as stations' president and general manager. Sellers also own 86% of WSPD(AM)-WLQR(FM) Toledo, Ohio. Buyer ownership includes voting stock (VS) (1,000 shares) and nonvoting stock (NVS) (73,930 shares). It is owned by Lareau (5% VS; 13.5% NVS), Harvey Grace (47.5% VS), and Siedman, Jackson & Fisher, Chicago-based venture capital firm (47.5% VS; 86.5% NVS). SJ&F's share actually represents investments by various corporations and limited partnerships. Grace is former president and part owner, with less than 1%, of WTTV(TV) Bloomington (Indianapolis), Ind., which was recently sold ("For the Record," Feb. 13). He and SJ&F also have majority interest in KDON-AM-FM Salinas, Calif. Filed Feb. 6.

■ WEBC(AM)-WGGR(FM) Duluth, Minn. (560 khz, 5 kw-U; FM: 105.1 mhz, 100 kw, HAAT: 750 ft.)—Seeks assignment of license from Midwest Radio Co. of Duluth Inc. to Northland Broadcasting Co. for $2 million, comprising $500,000 cash and $1.5 million seller's note. Seller also has announced intention to sell KQWB-FM Moorehead, Minn., and KQWB(AM) Fargo, N.D., to same buyers. It also owns KQBR(AM) Brainerd, Minn. Voting stock is equally owned by brothers, Larry and James Lakoduk. Buyer is owned by Alan R. Brill. He also owns WYNT(AM)-WPVA-FM Colonial Heights (Petersburg), Va.; KLIK(AM)-KTXY(FM) Jefferson, City, Mo., and WHUM(AM) Reading, Pa. Brill also has 10% interest in Worrell Broadcasting Inc., licensee of WHSV-TV Harrisonburg, Va., and WIFR-TV Freeport (Rockford), Ill. Filed Feb. 8.

■ WFBT-TV Minneapolis (independent; ch. 29, ERP: 1,811 kw vis., 181 kw aur., HAAT: 1,440 ft.)—Seeks transfer of control from Jonathan E. Byrd and others to Beverly Hills Hotel Corp. for $12 million cash plus other consideration. Originally announced price was $14.5 million ("Closed Circuit," Dec. 12, 1983). Seller is principally owned by Byrd, Daniel N. Koker and Robert J. Basar (30% each), none of whom have other broadcast interests. Buyer is owned by New York financier, Ivan Boesky, and his family (53.2%) and Beverly Hills Hotel Corp. president, Burton Slatkin, and his family (46.8%). Buyer recently purchased 85% of KGMC(TV) Oklahoma City for approximately $7 million ("In Brief," Dec. 12, 1983). Filed Jan. 18.

■ KBMY(AM) Billings, Mont. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Eastern Montana College Foundation to Communications Systems II for $420,000 cash. Seller is nonprofit organization affiliated with state-supported school. Dr. Bruce Carpenter is school's president. It received station as donation recently from Peoria Journal Star Inc. ("Riding Gain," Oct. 24, 1983), and also owns co-located noncommercial KEMC(FM). Buyer is group of eight investors headed by Raymond M. McLean. It also owns co-located KZLS(FM). Five of investors have minority interest in KGLM-FM Buffalo, Wyo. Filed Feb. 6.

■ KHOB(AM) Hobbs, N.M. (1390 khz, 5 kw-D, 250 w-N)—Seeks assignment of license from The Smith Corp. to William S. Sanders for $500,000—comprising $50,000 cash, $263,000 seller's note and $187,000 in previous notes—plus $100,000 noncompete agreement. Seller is owned by Dan O'Shea Smith, and his wife, Linda. They have no other broadcast interests. Buyer is owned by William S. Sanders. He has minority interest in co-located KPER(FM); KVKM(AM)-KGGE(FM)[CP] Monahans, Tex., and KAAP(AM)-KKBZ(FM) Santa Paula, KDHI(AM)-KQYN(FM) Twenty Nine Palms and KOTE-(AM)-KKZZ-FM Lancaster, all California. Filed Feb. 7.

■ WGRC(AM) Spring Valley, N.Y. (1300 khz, 500 w-D)—Seeks assignment of license from Rockland Media Corp. to The Great Radio Co. Inc. for $525,000, comprising $125,000 cash and $400,000 seller's note. Seller is owned by six investors, including Elton L. Spitzer (42%), Eugene W. Gugig (21.5%) and Daniel L. Blume (13%). Spitzer and Blume are former principals of Stereo Broadcasters Inc., whose license renewal of WLIR(FM) Garden City, was denied in 1981 for illegal transfer of control and misrepresentation. Spitzer has interest in Phoenix Media Corp., interim operator of the station, and in WYLF(FM) South Bristol, N.Y. He, Blume and Gugig have interest in WRMV(AM)-WYUT(FM) Herkimer, N.Y. Buyer is owned by David Corning (10%) and Lora Drake (90%). Corning is general manager at WTBQ(AM) Warwick, N.Y.; Drake is Harrington Park, N.J., investor. Filed Feb. 6.

■ WPGO(FM)[CP] (formerly WAEM(FM)[CP]) Shallotte, N.C.—Seeks assignment of license from Oceanside Broadcasting Co. to Foremark Communications for sum not to exceed $14,000. Seller is owned by A. Earl Milliken, who also was 25% owner of recently sold co-located WVCB(AM) ("For the Record," Jan. 30, 1983). Buyer is owned by Anthony J. Manafo. His son, Mark S. Manafo, also owns WNBB(FM)[CP] Grifton, N.C., and 24% of KLRR(AM)-KLMC(FM)[CP] Leadville, Colo. Filed Feb. 8.

■ KEX(AM)-KKRZ(FM) Portland, Ore. (1190 khz, 50 kw-U; FM: 100.3 mhz, 100 kw, HAAT: 900 ft.)—Seeks assignment of license from KEX Inc. and KQFM Inc. to Taft Broadcast Inc. for $8,127,391. Sale includes approximately 50 acres of land. Seller is owned by estate of Ina S. Autry—Orvon Gene Autry and Stanley B. Schneider, co-executors. It also owns WCXI-AM-FM Detroit and KAUT(TV) Oklahoma City. Gene Autry also owns KMPC(AM) Los Angeles and KPLZ(FM)-KVI(AM) Seattle. Buyer is Cincinnati-based, publicly traded, producer, syndicator and group owner of five AM's, six FM's and seven TV's. It is headed by Dudley S. Taft, president, and Carlyle J. Wagner, executive vice president, radio and cable TV. Filed Jan. 27.

■ WQTW(AM) Latrobe, Pa. (1570 khz, 1 kw-D)—Seeks assignment of license from Robert H. Stone, trustee, to L. Stanley Wall for $66,000. Sale is conditioned upon approval of bankruptcy court. Seller took over from previous licensee, Regency Broadasting Corp., which filed for bankruptcy in court for Western District of Pa. (Case 83-207). Buyer also owns WLSW(FM) Scottsdale, Pa. Filed Jan. 30.

■ WPNT(FM) Pittsburgh (92.9 mhz, 47 kw, HAAT: 890 ft.)—Seeks assignment of license from Westinghouse Broadcasting and Cable Inc. to WPNT Inc. for $3 million cash. Seller also owns six AM's, four FM's, including co-located KDKA(AM) and six TV's, including co-located KDKA-TV. Buyer is Saul M. Frischling, former station owner and now president of H-F/Stone Inc., New York holding company. He has no other broadcast interests. Filed Jan. 31.

■ WLVW(FM) Moncks Corner, S.C. (105.5 mhz, 3 kw, HAAT: 265 ft.)—Seeks assignment of license from Nuance Corp. to O'Grady Communications Inc. for $350,000. Seller is owned by I.S. Leevy Johnson (44.7%), his brother-in-law, J. Wade Degraffenreidt (27.7%), and George J. Wright and his wife, Lottie (27.7%). Seller bought station three-and-a-half years ago for $325,000 ("For the Record," Nov. 10, 1980). It also owns WOIC(AM) Columbia, S.C. Buyer is owned by James F. O'Grady Jr. and family. It also owns WGCA(AM) Charleston, S.C. O'Grady is partner in station brokerage firm of Richter O'Grady Co. His son, Kevin J. O'Grady, who is also in firm, and Kevin's wife, Susan B., also have interest in app. for new FM at North Charleston, S.C. Filed Jan. 30.

■ WHAL(AM)-WYCQ(FM) Shelbyville, Tenn. (1400 khz, 1 kw-D, 250 w-N; FM: 102.9 mhz, 100 kw, HAAT: 510 ft.)—Seeks transfer of control of Shelbyville Broadcasting Corp. from Thomas H. Strawn Jr. (85% before; none after) to RRW Broadcasting Inc. for $69,000. "Transfer is made in lieu of (bank) foreclosure." Seller purchased stations five years ago for $600,000 ("For the Record," July 30, 1979). Buyer is owned by Ronnie Wallace, who has no other broadcast interests. Filed Feb. 6.

Summary of broadcasting
as of January 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,736	163	4,899
Commercial FM	3,540	415	3,955
Educational FM	1,131	176	1,307
Total Radio	9,407	754	10,161
FM translators	762	431	1,193
Commercial VHF TV	535	22	557
Commercial UHF TV	334	222	556
Educational VHF TV	110	4	114
Educational UHF TV	173	25	198
Total TV	1,152	273	1,425
VHF LPTV	190	76	266
UHF LPTV	72	105	177
Total LPTV	262	181	443
VHF translators	2,865	188	3,053
UHF translators	1,889	213	2,202
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ KTAB-TV Abilene, Tex. (CBS, ch. 32; 2051.3 kw vis., 610.7 kw aur., HAAT: 909.5 ft.; ant. height above ground: 749 ft.)—Seeks transfer of control from William Terry (55% before; 50% after) to Brian Mundy and Larry Fitzgerald (none before; 2.5% each after) for $15,000. Filed Feb. 7.

Actions

■ KCUZ(AM) Clifton and KFMM(FM) Thatcher, both Arizona (1490 khz, 1 kw-D, 250 w-N; FM 99.1 mhz, 50 kw, HAAT: 2,280 ft.)—Granted assignment of license from Payne Broadcasting Inc. to Wick Broadcasting Co. for $250,000. Consideration is allocated: KFMM $150,000, KCUZ $75,000 and all other assets, assignments and goodwill, $25,000. Seller is owned by brothers, William F. (51%) and John W. Payne (49%). William Payne also owns KNOT-AM-FM Prescott, Ariz. John Payne owns 40% of applicant for new AM at Sahuarita, Ariz. Buyer is owned by Frank Newell, publisher of *Eastern Arizona Courier* (10%) and brothers Walter and Robert J. Wick, who are equal trustees of Milton I. Wick Publishing Co., newspaper publishers (90%). Action Feb. 1.

■ KGOE(AM) Thousand Oaks, Calif. (850 khz, 500 w-D, 250 w-N)—Granted assignment of license from Conejo Broadcasting Inc. to Comedy Broadcasting Co. for $750,000—$347,000 cash, $253,000 note and $150,000 noncompete agreement—including real estate. Seller is principally owned by Roger Soares and James Simon. Soares is Wallkill, N.Y., businessman, who has no other broadcast interests. Simon is news announcer at KYA(AM) San Francisco. Buyer is limited partnership of 14 investors including Ira Barmak, general partner. Barmak is Beverly Hills, Calif., doctor with no other broadcast interests. Action Feb. 3.

■ WQDI(AM) Homestead, Fla. (1430 khz, 500 w-U)—Granted assignment of license from Radio South Dade Inc. to Greater Miami Broadcasting Inc. for $1,265,000, including noncompete agreement and $1,050,000 note. Seller is owned by James L. Wiggins. It is also applicant for new FM at Homestead, Fla. Buyer is owned by Dr. Ramiro Marrero, M.D., who is Miami-based internal medicinist. He has no other broadcast interests. Action Feb. 3.

■ WYSE(AM) Inverness, Fla. (1560 khz, 5 kw-D)—Granted assignment of license from Oz Broadcasting Inc. to Duke Roberts Broadcast Consultants Inc. for $350,000. Seller is owned by John O'Donnell (51%) and Loren Zimmerman (49%). Neither has other broadcast interests. Buyer is owned by Robert D. Stoehr, who is consultant for WIQI-(FM) [formerly WJYW(FM)] Tampa, Fla. He sold WAPR-(AM) Avon Park, Fla., two years ago for $300,000 ("Changing Hands," Aug. 17, 1981). Action Feb. 3.

■ WECA-TV Tallahassee, Fla. (ABC, ch. 27, 1,416 kw, HAAT: 867 ft.)—Granted transfer of control from Allen Communications Inc. to Tallahassee-27 Limited Partnership for $3.8 million. Seller is owned by F.C. Allen, Tallahassee businessman, who has no other broadcast interests. Buyer is owned by U.S. Communications Group, general partner, and yet-to-be-named limited partners, who will own up to 40%. U.S. Communications owners are Joseph D. Tydings (43%), Washington attorney and former U.S. senator (D-Md.); Mitchell S. Cutler, Washington attorney, and Louis Frey Jr., Washington attorney and former U.S. representative (R-Fla.) (20% each), and John A. Janas (17%), who is former vice president, media group, for Atlanta-based group owner Rollins Inc. Frey has 16% interest in WMOD(TV) Melbourne, Fla., and Janas is limited partner in three TV's. Action Jan. 27.

■ WAMR(AM)-WRAV(FM) Venice (Sarasota), Fla. (1320 khz, 5 kw-D, 1 kw-N; FM: 92.1 mhz, 3 kw; HAAT: 315 ft.)—Granted assignment of license from Venice-Nokomis Broadcasting Co. to Florida Broadcasting Group Inc. for $2.1 million. Seller is owned by Florence Rhodes (80%) and husband, Larry (20%). They have no other broadcast interests. Buyer is owned by James E. Oglesby and Asis Saha (40% each), Doyle Hadden and Bradley J. Davis (10% each). Oglesby and Saha are physicians in Orlando, Fla., area. Hadden is account executive at WBJW(FM) Orlando. Davis is Orlando attorney. Action Feb. 3.

■ WLHI(FM) Fort Wayne, Ind. (88.3 mhz, 10 w [CP 100 w, HAAT: 100 ft.])—Granted assignment of license from Fort Wayne Lutheran Association for Secondary Education Inc. to The Lutheran Association for Broadcasting for no consideration. Seller is nonprofit organization with no other broadcast interests. Buyer is nonprofit organization headed by Rev. Luther G. Strasen. It has no other broadcast interests. Action Feb. 1.

■ KOAK-AM-FM Red Oak, Iowa (1080 khz, 250 kw-D; 95.3 mhz, 3 kw, HAAT: 97 ft.)—Granted assignment of license from Red Oak Radio Co. to Montgomery County Broadcasting Co. for $260,000. Seller is owned by R. Stephen Looney, president, and three others. Looney also has minor interest in KLFQ-FM Lyons, Kan. Others have no broadcast interests. Buyer is owned by Michael G. O'Connor and his wife, Phoebe J. (30% each); Paul W. Ahrens and Edward F. Bock (20% each). Michael O'Connor and Ahrens each own 10% of KCHE-AM-FM Cherokee, Iowa. Bock

2/28/84
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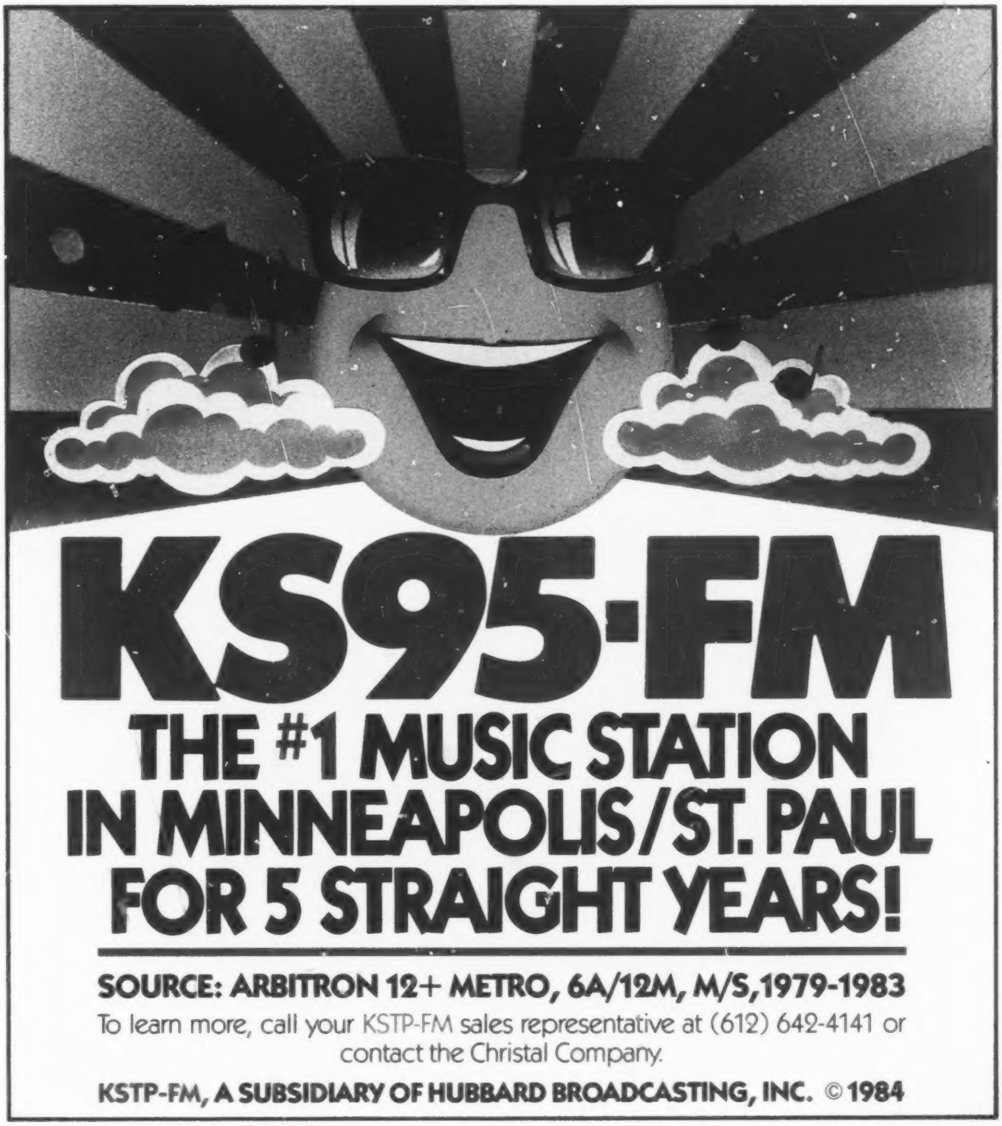
The Fifth Estate

Broadcasting Feb 27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Vol. 106 No. 9

Broadcasting ▫ Feb 27

Election campaign coverage season off to controversial start
Oral arguments in court cases dot Fifth Estate
Baseball's 1984 rights package = $268 million

OFF AND RUNNING ▫ Networks report strong second-quarter sales; spot coming around. **PAGE 31.**

EVERY FOUR YEARS ▫ Networks' political election coverage machine is off and rolling. First skirmish in Iowa draws criticism from local officials on early reporting of projections. **PAGE 31.**

HILL ACCOUNTABILITY ▫ And in the House, committee clears resolution asking networks to refrain from reporting election results early. Wirth schedules hearing on matter. **PAGE 32.**

OLYMPIC ASSESSMENT ▫ After winter Olympics ratings fallout, ABC ponders questions of advertiser makegoods and coverage of 1988 winter games. **PAGE 34.**

POLITICAL ADVICE ▫ NAB videoconference provides information to stations on political advertising. **PAGE 36.**

RAISED EYEBROWS ▫ In oral arguments before appeals court, judges raise questions about the way the FCC authorized direct broadcast satellite service. **PAGE 37.**

FIRST VS. 21ST ▫ Liquor advertising case, pitting state of Oklahoma against several of the state's cable systems, is argued before the Supreme Court. **PAGE 38.**

PAY BALL! ▫ Annual rights payments, spurred by new network contract with ABC and NBC, reach $268 million, a 75% increase over last year. Local rights continue to grow at rate of 10%. Cable and pay television coverage proliferate as 19 of 26 teams have signed deals. **PAGE 42-52.**

UNLUCKY SEVEN ▫ FCC receives reply comments in multiple ownership proceedings. Filings center on whether limits should be placed on network ownership. **PAGE 54.**

AIRING OUT THE DEBATE ▫ Case involving FCC rule change that opened up political debate sponsorship to news organizations is argued before appeals court. **PAGE 55.**

NEARLY UNANIMOUS ▫ Broadcasters, Justice Department and NTIA file comments in favor of FCC decision to repeal or relax rule on regional concentration of ownership. **PAGE 55.**

ABC EARNINGS ▫ ABC reports profits of $160 million, on par with last year's results. **PAGE 56.**

REP MOVE ▫ John Blair & Co. acquires Group W Radio Sales, adding second rep company to its portfolio. **PAGE 58.**

HOLLYWOOD FIREPOWER ▫ MPAA's Valenti leads assault on Capitol Hill, testifying against proposed cable copyright bills. **PAGE 62.**

PUBLIC ADS ▫ Senate hearing explores issue of advertising on public broadcasting; witnesses divided in testimony. **PAGE 67.**

BIG LEAGUE ▫ Rick Michaels has taken Communications Equity Associates from one-man operation to legitimate contender in high-stakes business of cable brokering. **PAGE 87.**

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Special Report

BASEBALL
1984

New TV contracts push baseball rights to $268 million

Paced by a new five-year network contract with ABC-TV and NBC-TV, Major League Baseball broadcast rights rocketed up more than 75% in 1984 to $268 million. The increase was due largely to the $1.2-billion rights agreement signed last year by those two networks and the league. That pact, covering the six years from 1984 through 1989, will triple broadcast network right payments this year. And local broadcast and cable television rights increased an average of 11% over last year.

Although local rights around the American and National Leagues did not approach the overall increase, they passed the $100-million mark for the first time. Broadcast stations and regional cable sports channels have agreed to pay almost $105 million for local carriage rights, an increase of close to 11%.

Local rights fees for American League teams will come to slightly more than $53 million, up about 10%, while National League rights payments increased about 12% to almost $52 million.

Under the terms of the new network contracts, NBC will pay about $575 million over six years, while ABC will pay approximately $625 million, or an annual average of $104.2 million.

However, the terms of the contracts call for both networks to pay less than the annual average in the first years of the contract and more later on, presumably when the networks can command higher advertising rates. ABC will pay about $85 million in

1984, and NBC $75 million.

CBS Radio signed a new five-year agreement with Major League Baseball last December, covering the years 1985 through 1989 and valued at between $31 and $32 million. This year, the final one in its present contract, CBS will pay close to $3 million for its baseball rights.

The USA Network closed out the final year of a two-year agreement in 1983, and, due to the terms agreed upon in the new broadcast network pacts, no national basic cable pact is allowable through 1989.

Baseball's interest in cable for game carriage continues to grow regionally, however, as seven more teams begin participation in regional pay networks this season, including three allied with the new Sports Time cable service owned by Multimedia, Anheuser-Busch and Tele-Communications Inc. The Sports Time teams are the Cincinnati Reds, Kansas City Royals, and St. Louis Cardinals. The World Series champion Baltimore Orioles also moved into the cable ranks with its alliance with Home Team Sports, the Group W pay channel covering the Washington/Baltimore market. The Boston Red Sox, Detroit Tigers and Milwaukee Brewers are also launching cable projects this year.

At this stage only seven teams remain without a pay television deal, and two of them have been trying for some time—the Seattle Mariners, which are still negotiating with Group W Satellite Communications (at this point for a September start date), and the Cleveland Indians. The Indians had a deal with a local group but the service has never gone on the air. Other teams without a regional pay-TV deal are the Atlanta Braves and Chicago Cubs, both carried by superstations, and the San Francisco Giants, Oakland A's and the Montreal Expos.

For most of the teams now involved in cable, said Brian Burns, director of broadcasting, Major League Baseball, cable is still a "calculated risk." The questions of how cable exposure affects attendance at the gate, and whether any erosion can be offset by pay television revenues, he said, remain unanswered.

NBC will televise 32 regular-season games this year (including four doubleheaders and two prime time games) beginning Saturday, April 7, at 1:30 p.m. Vin Scully and Joe Garagiola will again be the announcing team for the primary game. NBC also has the World Series this year, scheduled to begin Tuesday, Oct. 9.

The average price of a 30-second spot during the regular season will be approximately $35,000. Rates for the World Series have not yet been set, but a network spokesman said they "will be in the $250,000 range," which compares to the $210,000 that ABC asked last year.

NBC baseball is practically sold out in the second quarter, while the third quarter is about 75% sold. Major clients this year include Miller Beer (Backer & Spielvogel), Ford Motor Co. (J. Walter Thompson), Gillette (BBDO) and American Cyanamid (Dancer Fitzgerald Sample).

ABC will carry 11 regular-season games this season, three fewer than last year, beginning June 4 with its first Monday night baseball contest. ABC will also carry the All-Star Game this year (July 10), as well as the American League and National League playoff series (best of five), scheduled to start on Oct. 2. Monday night games will cost about $70,000 per 30 in June and $65,000 in July. Two Friday-night contests in July are priced at about $60,000. Prime time league playoff 30's are priced at $130,000, weekend day spots at $65,000 and weekday spots at $25,000.

Among the ABC sponsors this year are Chevrolet (Campbell-Ewald), Anheuser-Busch (D'Arcy MacManus Masius) and Stroh's (BBDO).

A team-by-team breakdown follows:

Baltimore Orioles

In the second year of a four-year contract and for the sixth straight year, WFBR(AM) will cover all the action of the world champion Orioles. Harry Shriver, WFRB vice president and general manager, said the station in mid-February was close to a sellout, with just one 60-second and a handful of 30-second in-game spots left. Among top sponsors are Chevrolet, Kelly Springfield Tire, Gulf, Miller Brewing and Maryland National Bank. New this season is Mash's (meat and food products). WFBR's announcing team will again be Jon Miller and Tom Marr. Shriver said the station has been whetting Oriole fans' appetites with occasional "cold winter night" replays of last season, along with plans to continue its *Stan the Fan* call-in show, which was introduced in 1983. WMAR-TV will be going into the second year of its two-year rights contract with the Orioles and will telecast 52 games. Last year's agreement with Super TV for over-the-air STV games in the Baltimore-Washington area has been terminated. However, Group W Satellite Communications's Home Team Sports has contracted to carry 55 home and 25 road games of the Orioles on a network of cable systems in six states with a total subscriber count of 1.9 million. Home Team Sports debuts with the start of the season.

Boston Red Sox

The New England Sports Network, a joint venture of the Boston Red Sox, Bruins hockey team and Storer Communications Inc., announced less than two weeks ago it will launch a satellite-delivered pay-cable service reaching all six New England states with at least 150 live sporting events plus other, sports-related programing, during its first year, which will begin April 4. The service, which will include advertising sold both by the network and local cable operators as well as charge subscribers a fee reported to be between $7.50 and $10 per month, depending on the system, will present 90 Red Sox games its first year as well as 40 Bruins games and 40 repeats of Sunday afternoon Red Sox and Bruins games broadcast originally on WSBK-TV Boston, holder of the local broadcast TV rights to both teams. WSBK-TV will broadcast 70 Red Sox games this year, down from the 103 it broadcast in 1983.

Because WSBK-TV has fewer games to sell this year, advertising rates for the station's coverage have increased about 15% to 20%, according to Stuart Tauber, general sales manager at the station. Major sponsors for this year's coverage are Anheuser-Busch, Toyota, Kendal Oil and Gulf Oil.

WPLM(AM) Plymouth, Mass., will again originate coverage of Red Sox games—181 regular and exhibition games—to a network of 75 stations in the New England area and two in Florida. According to station owner and president, John T. Campbell, major sponsors this year are Anheuser-Busch, Ford and PeoplExpress.

Cleveland Indians

WWWE(AM) continues as Indians radio rights holder and will cover the 162 regular season games plus 12 exhibitions. The rights contract runs through 1985. Herb Score and Nev Chandler will handle booth chores. David George, who coordinates WWWE's Indians network, reported solid sales activity, despite expanded in-game availabilities. Anheuser-Busch and Stihl (chain saws) top the list of WWWE's baseball advertisers. WUAB-TV's vice president and general manager, Jack Moffitt, said the independent will telecast 50 road games in the second year of its three-year rights contract. Joe Tait and Reggie Rucker, former pro football star, will announce. Moffitt said sales were going "fairly well" and prospects in general are "brighter than last year." Anheuser-Busch, McDonald's and Burger King top the national sponsor list. A decision pends on whether Indians games will again be carried on a regional cable-sports channel. Options to those rights are held by the owners of the local basketball Cavaliers who also own the Minnesota hockey North Stars and the Richfield (Ohio) Coliseum.

Detroit Tigers

"Your Season Pass" is the marketing slogan being used to convince Detroit-area cable subscribers to pay $10 per month for a new, regional sports network that will present Detroit Tigers baseball, Pistons basketball, Red Wings hockey, amateur boxing events and University of Michigan and Michigan State University, basketball and possibly football on a network that will cablecast 365 days a year, starting April 17. The new network, Pro Am Sports Systems (PASS), will cablecast 80 Tigers games, (64 home, 16 away), while local TV rights holder, WDIV(TV) will broadcast 50 games this year (including preseason) down from 52 regular and five preseason games last year.

At launch, PASS expects to have between one-quarter and one-half of the more than one million cable subscribers in its marketing area, which includes northern Ohio and northern Indiana as well as Michigan, according to William J. Wischman, executive

AMERICAN LEAGUE EAST

Team	1984 rights	1983 rights	TV originator and affiliates	Radio originator and affiliates	Rights holders
Baltimore Orioles	$ 3,500,000	$3,050,000	WMAR-TV 7	WFBR 60	WMAR-TV holds TV rights; WFBR holds radio rights; Home Team Sports holds pay-cable rights.
Boston Red Sox	3,400,000	3,200,000	WSBK-TV 4	WPLM 77	WSBK-TV holds TV rights; WPLM holds radio rights.
Cleveland Indians	3,400,000	3,400,000	WUAB	WWWE 35	WUAB holds TV rights; WWWE holds radio rights.
Detroit Tigers	2,700,000	2,000,000	WDIV-TV 4	WJR ??	WDIV-TV holds TV rights; WJR holds radio rights; and Pro Am Sports System holds cable rights.
Milwaukee Brewers	3,250,000	2,700,000	WVTV 7	WTMJ 50	Brewers retain radio and cable rights; WVTV retains TV rights.
New York Yankees	11,700,000	11,500,000	WPIX 8	WABC 60	WPIX holds TV rights; Yankees retain radio rights; Sportschannel holds pay-cable rights.
Toronto Blue Jays	5,000,000	4,400,000	CTV-TV	CJCL 26	Labatt Breweries of Canada holds TV rights; Telemedia Broadcast Services holds radio rights; First Choice holds pay-cable rights.
AMERICAN LEAGUE WEST					
California Angels	4,000,000	4,000,000	KTLA 15	KMPC English 14 KLUE Spanish 5	Golden West Broadcasters (KTLA and KMPC) has partnership with Angels for broadcast rights, including Spanish-language radio; ON-TV has STV rights (KBSC-TV Los Angeles).
Chicago White Sox	4,000,000	3,400,000	WFLD-TV 2	WMAQ 22	White Sox retain all broadcast and cable rights, having partnership arrangement with originators involved.
Kansas City Royals	1,800,000	1,300,000	WDAF-TV 18	WIBW 105-110	WDAF-TV holds TV rights; Stauffer Communications (WIBW) holds radio rights; Sports Time holds pay-cable rights.
Minnesota Twins	1,500,000	1,250,000	KSMP-TV	WCCO 30	Midwest Radio-TV Inc. holds broadcast rights; Twins and Home Entertainment Network hold STV rights (KTMA-TV Minneapolis).
Oakland A's	2,000,000	1,450,000	KHBK 5	KSFO 14 KBRG Spanish	KBHK holds TV rights in partnership with A's; KSFO holds English-language radio rights; KBRG holds Spanish-language radio rights (affiliates undetermined at this time).
Seattle Mariners	1,400,000	1,200,000	KSTW 4	KVI 17	KSTW holds TV rights; KVI holds radio rights.
Texas Rangers	5,500,000	5,500,000	KXAS-TV 13	WBAP 12	Rangers retain broadcast rights; Home Sports Entertainment (Warner Amex) holds pay-cable rights.
NATIONAL LEAGUE EAST					
Chicago Cubs	3,600,000	3,000,00	WGN-TV 14	WGN 46	WGN-TV holds TV rights; WGN holds radio rights.
Montreal Expos	7,500,000	7,300,000	CBC-TV English 41 French 18	CFCF 38 CKAC 40	Carling-O'Keefe holds TV rights; CFCF holds English-language radio rights; CKAC holds French-language radio rights.
New York Mets	10,900,000	10,500,000	WOR-TV	WHN 10	Mets have partnership arrangements with broadcast originators; Sportschannel holds pay-cable rights.
Philadelphia Phillies	8,000,000	7,000,000	WTAF-TV 2	WCAU 25	WTAF-TV holds TV rights; WCAU holds radio rights; PRISM holds pay-cable rights.
Pittsburgh Pirates	3,000,000	2,160,000	KDKA-TV 5	KDKA 35	Group W (KDKA-AM-TV) holds broadcast rights; Home Sports Entertainment Network (Warner Amex) holds pay-cable rights.
St. Louis Cardinals	2,600,000	1,700,000	KSDK 13	KMOX 108	KSDK holds TV rights; KMOX holds radio rights; Sports Time holds pay-cable rights.
NATIONAL LEAGUE WEST					
Atlanta Braves	2,100,000	2,000,000	WTBS	WCNN 100	WTBS is TV rights holder under agreement with commonly owned Braves. Braves retain radio rights.
Cincinnati Reds	2,300,000	2,100,000	WLWT 8	WLW 95-100	WLWT holds TV rights; Reds retain radio rights; Sports Time holds cable rights.
Houston Astros	3,100,000	3,100,000	KTXH 12	KRBE 30-35 KYST Spanish	Astros retain TV and radio rights. Home Sports Entertainment (Warner Amex) holds cable rights.
Los Angeles Dodgers	3,500,000	3,100,000	KTTV 1	KABC 25 KTNQ Spanish 2	Dodgers retain broadcast rights, selling through Dodgers Radio and TV Network. ON TV has STV rights (KSBC-TV Los Angeles).
San Diego Padres	2,400,000	1,200,000	KCST-TV	KFMB 4 XEXX Spanish 15	KCST-TV holds TV rights; KFMB holds radio rights (English), and XEXX holds Spanish-language radio rights, Sun Cable and American Cable Television hold pay-per-view cable rights.
San Francisco Giants	2,500,000	2,000,000	KTVU 3	KNBR 7 KOFY	KTVU holds TV rights; KNBR holds radio rights. KOFY will originate Spanish-language broadcast.

	1984 rights	1983 rights
AL total	**$53,150,000**	**$48,350,000**
NL total	**$51,800,000**	**$46,360,000**
Majors total	**$104,950,000**	**$94,710,000**

Not included in the table are network payments for nationally broadcast games that total about $163 million. ABC-TV—$85 million, NBC-TV—$75 million and CBS Radio—about $3 million.

Pooling pay product. Major League Baseball is doing all it can to see that the regional cable networks are successful. At baseball's winter meeting in Nashville last December, the teams unanimously passed the Major League Baseball Pool Agreement, intended to give regional pay operations greater program choices. "It's designed to make their product better," said Brian Burns, baseball's director of broadcasting. Essentially, the agreement gives each team the right to pick up and distribute in its market a limited number of games played by every other team. Once the limit is reached, the team looking to import a game would have to seek permission from that game's home team. For each game picked up, the importing team would pay between one cent and three cents per subscriber, depending on the number of subscribers claimed by the pay outlet in the market. The compensation fees will go to Major League Baseball's "pool operation," which has been set up to dispense information concerning the importation of such games, such as scheduling information and satellite availability. Any profit made by the pool would be distributed equally among the 26 teams.

vice president, general manager of the network and former manager of the ON TV sports system, which broadcast Tiger games over parttime STV outlet, WXON-TV Detroit, until last spring. PASS has contracted to use WDIV's facilities to produce its sports coverage year-round, according to Wischman, who said the network will broadcast live via Westar V, each night starting at 7:30 p.m. The pay cable network is in its first year of a seven-year contract with the Tigers, while WDIV is in the first year of a new five-year contract with the team.

At WDIV, Tigers games last season were said to have produced the highest average local ratings of any major league baseball team in the country (averaging a 20 rating/40 share). Chevrolet, Miller Brewing Co. and McDonald's will again be the major sponsors of the station's coverage of the games.

WJR(AM) Detroit will again originate radio broadcasts for a network of 39 stations carrying Tigers games, according to Jim Long, vice president, general sales manager at the station. Major sponsors this season will be Anheuser-Busch, Chevrolet, Marathon Oil, Bank of Commerce and Little Caesar's Pizza.

Milwaukee Brewers

The Brewers cut in half the number of regular season games licensed to local broadcast TV in 1984, to accommodate the team's participation in an exclusive, regional pay sports network, set to launch April 3 on cable systems reaching at least 200,000 subscribers. Sportsvue, a joint venture of the Brewers and the Milwaukee Bucks basketball team, will broadcast 200 sporting events each year, including 67 Brewers games, 33 Bucks games, professional hockey and soccer and sporting events at the University of Wisconsin and Marquette University. The regional network is recommending cable operators charge subscribers $8 per month for its service, and although Bill Haig, vice president of TV and radio for the Brewers, refused to discuss compensation the network is receiving from cable systems, industry sources say Sportsvue is asking for 60% of the revenues from sale of the service.

Although 450,000 homes in the Milwaukee area have been wired for cable, the city itself has not yet been cabled. In an attempt to secure interim pay TV coverage of the games in the city, the Brewers team is negotiating with a subscription TV service and an MDS operator, according to Haig.

WVTV(TV) Milwaukee, which last year broadcast 60 Brewers games, is in the first year of a new, two-year contract with the team, enabling the station to broadcast 30 regular season games, all of them away from home, plus, for the first time, eight preseason games. Although Mike Schuch, WVTV vice president and general manager, declined to discuss fees paid for this year's rights, sources in Milwaukee confirmed it paid $950,000, down from the $1 million paid in 1983 for the right to broadcast 60 regular season games.

Advertisers have been supportive of the preseason games, according to Schuch, and local sales are on target. Schuch said the station has sold out the 13 minutes of time it has to sell in each of the 38 games broadcast on its seven-station regional TV network. Major sponsors are Miller Brewing Co., Toyota and True-Value Hardware.

The Milwaukee Brewers Radio Network, now in its second year of operation as a subsidiary of the team itself, will again produce its own coverage (including pre- and postgame shows) of all 162 regular season games and 17 preseason outings to be played this season. WTMJ(AM), the network's originating station, will again share the cost of transmitting the games to a regional network of at least 50 stations and again has the local advertising rights, according to Steve Smith, vice president, general manager of WTMJ, who called the station's partnership with the Brewers Radio Network, "a win-win situation" and "a relationship we hope will continue far into the future."

Los Angeles Dodgers

KTTV(TV) Los Angeles continues to originate Dodger coverage with the on-air team of Vin Scully, Jerry Doggett and Ross Porter. The station, which will feed at least one other outlet, is broadcasting 46 regular and four preseason games. Mark Wolfson, an independent producer based in Hollywood, has joined KTTV as producer/director of the baseball telecasts, succeeding Rob Hiestand, named coordinator of the internal Dodger telecasting operation as well as director of the new live *Dodger Dugout* series. Advertising and promotion plans were still being finalized for the new season.

ON TV, the subscription television service over KBSC-TV Corona, Calif., enters its eighth season televising 15 home games from Dodger stadium. This is the final year of the ON TV contract, and the Dodgers are said to be considering other pay TV options. Among them: a regional cable sports channel jointly owned and operated by Sportschannel, Warner Amex Cable, Oak Communications (ON TV's parent company) and Daniels & Associates. Talks are ongoing among the proposed partners and several Los Angeles teams which they hope will participate—including the Dodgers, the Angels, basketball's Lakers and hockey's Kings.

At KABC(AM), assistant creative services director Shelley Wagner reports play-by-play will begin March 6 with exhibition games from Vero Beach, Fla. Air personalities will originate sports and other programing from the preseason headquarters through opening day. The station's daily sports call-in series, *Sports Talk*, will originate from the ballpark in Los Angeles for home games. KTNQ(AM) will originate all Dodger games in Spanish, feeding two other stations.

New York Yankees

The Yankee's television rights holder, WPIX(TV) New York, enters the 1984 baseball season with a new three-year extension to its current five-year pact, set to terminate this year. Sponsors for Yankees games include Anheuser-Busch, Toyota, Citibank, Chrysler-Plymouth and Canon. "Thirty-second spots are up 20% to $7,200," said a WPIX spokesman.

As for radio, WABC(AM) is entering its fourth year of a six-year agreement—initial three-year agreement with option for additional three years—as the originating station of Yankee games. However, the team retains the radio broadcast rights with Hackensack, N.J.-based Adler Communications handling sales. "We sell advertisers 18 pre- and postgame packages," said WABC vice president and general manager James Haviland.

Forty games this season will be televised over pay cable TV via Sportschannel, a subsidiary of Cablevision, which will be in its third year of a 15-year deal. "Beginning in 1985 we will start televising 100 games," said Sportschannel Vice President Larry Meli. Major sponsors on Sportschannel includes Anheuser-Busch, Toyota and Getty Oil.

Toronto Blue Jays

Telemedia Broadcast Services holds the radio rights to Blue Jays games. The originating radio station for a network of 26 will be CJCL(AM) Toronto. It will broadcast all 162 games plus seven exhibition games. Major sponsors of the radio network are General Motors (Pontiac division), Labatts Brewery; McDonald's, Panasonic, Gulf Oil, Canada Imperial Bank of Commerce, Speedy Muffler, Chilton and Coca-Cola, according to Len Brumson, TBS president. Broadcast television rights are held by Labatts Brewery, which also owns 45% of the Blue Jays.

Cable rights for 10 games are held by First Choice, a Toronto-based cable company. Total rights payments to Blue Jays comes to about $5 million. The average price of a 30-second spot on radio is $41,000, Bramson said.

California Angels

KTLA(TV) Los Angeles signed a new TV rights contract with the California Angels this year. ON TV will carry 15 Angels home games this year, over STV outlet KBSC-TV Corona, Calif., under a contract extending through this season. KMPC(AM) will again originate all Angels exhibitions and season contests this year, and the Dodger/Angel "Freeway Series" in March. Major sponsors signed for the games include Anheuser-Busch, Chevrolet, Avco Financial Services and Chevron. KMPC's contract is renegotiated each year, although both the station and the team are commonly owned by Gene Autry.

Chicago White Sox

Television originator WFLD-TV is in the second year of a three-year contract with the White Sox, while its radio counterpart, WMAQ(AM), is entering the third year of a five-year agreement. The regional sports cable channel in the area, created by the owners of the White Sox, Bulls (basketball), Sting (soccer) and Black Hawks (hockey), and known as Sportsvision, has been purchased by Sportschannel, the joint venture owned by Cablevision Systems, Woodbury, N.Y., and the Washington Post Corp. The regional pay service will carry 100 White Sox games in 1984 (60 home games and 40 away). With the purchase of the pay channel from the teams, Sportschannel negotiated a 10-year cable rights agreement for carriage of White Sox baseball. Sportsvision, as the service is still known, has about 15,000 subscribers who pay between $10 and $12 a month for the channel. There are 10 cable systems in the Chicago market, serving about 400,000 basic subscribers. In addition, the teams' relationship with ON TV continues this season, with the STV outlet (WSNS-TV, ch. 44) carrying 80 of the 100 games that will be seen on the regional cable service. ON TV now has about 90,000 subscribers, but is in the process of merging with the competing Spectrum STV operation, owned by United Television. Combined, those two services will command between 130,000 and 140,000 subscribers.

WFLD-TV will air four preseason and 51 regular season games, most of which are away games. Among the sponsors that the station has signed is Chicagoland Dodge Dealers. Tom Hoyt, general manager of WMAQ(AM), said the sales pace for White Sox baseball has doubled over a year ago, so that the station is "almost sold out" at this point. Sponsors include Chicagoland Chevrolet Dealers, True-Value Hardware, Zenith, Texaco, General Finance, Farmers Insurance, Eastman Kodak, Mr. Z's Pizza and Budweiser.

Kansas City Royals

The Kansas City Royals will be broadcasting on a radio network of 105-110 stations in 11 states, the largest in the American League, according to Bob Fromme, general manager of the Royals Radio Network, the Stauffer Communications-owned rights holder. Stauffer is also licensee of WIBW(AM) Topeka, Kan., the originating station. This is the first time the radio network will be distributed by satellite, Fromme said, over Westar III to each affiliate. (Stauffer had installed three-meter receive satellite dishes at each affilliate.) Major sponsors on the radio network are Pabst Brewing; Datsun; Getty; Guy's Potato Chips. WIBW will originate broadcast for 178 games—162 regular and 16 spring training games. Broadcast television rights are held by Taft's WDAF-TV Kansas City, Mo., which holds the rights to broadcast 41 away games. Cable Television rights are held by Sports Time, the cable sports network owned by Anheuser-Busch, Multimedia, and Tele-Communications, which holds rights for 50 games, about equally divided between home and away games. Major sponsors of broadcast television games, which will be satellite delivered to 18 stations in 11 states, are Miller Beer and Chevrolet.

Rise in diamond prices

How the radio, TV and cable rights paid to the major leagues rose in the last decade, as reported annually in BROADCASTING.

1975	**$44,495,000**
1976	**50,820,000**
1977	**52,110,000**
1978	**52,510,000**
1979	**54,500,000**
1980	**80,275,000**
1981	**89,525,000**
1982	**118,350,000**
1983	**153,610,000**
1984	**267,950,000**

Texas Rangers

The club again retains broadcast rights to Rangers games and takes a key role in setting up networks and selling time. KKAS-TV Fort Worth is again the originator of television coverage, feeding 30 games to a network of 13 stations. In radio, WBAP(AM) Fort Worth remains the flagship for a 12-station network and will feed coverage of all 162 regular season games and 25 spring training games. Roy Parks, executive director of the Texas Rangers Baseball Network, reported sales already close to last year's total and likely to exceed last year's by about 15%. Miller Beer, Chevrolet, Gulf Oil and Dr. Pepper are among the major TV clients; Chevrolet, Budweiser and Coca-Cola are among those in radio. One hundred games will be on pay cable on Home Sports Entertainment Network, a five-state group of cable systems organized by Warner Amex after it acquired cable rights in a deal said to yield the Rangers $2 million to $3 million a year for five years (BROADCASTING, Feb. 21, 1983). The games are part of a pay cable package for which subscribers pay, on average, about $9.95 a month.

Minnesota Twins

Midwest Radio-Television's WCCO-TV holds the broadcast television rights to the Minnesota Twins, but is again subleasing them to United Television's KMSP(TV) Minneapolis. The cable television rights had been the subject of a legal dispute after Midwest bought what it believed to be all radio and broadcast television rights and first refusal for cable television rights from Midwest Federal Savings and Loan Association. A jury ruled in Midwest Radio-Television's favor, and the company is now waiting for a judge to reaffirm the jury's decision and settle the matter, reported Jim Rupp, Midwest Radio-Television president. Total rights payments to the Twins are about 10% above last year—$1.5 million.

Oakland Athletics

KBHK(TV) is concluding the third year of a three-year contract joint venture agreement with the A's for television coverage, with 44 games scheduled this season, including 12 home games. In addition to its usual promotion strategy, the station for the first time plans to promote its coverage by advertising on local cable systems carrying ESPN and CNN. KSFO(AM), also entering the final year of its three-year contract with the A's, has signed sponsors Anheuser-Busch and Chevrolet. San Francisco's KBRG(FM) is originating Spanish language coverage and may feed other stations in the U.S. and Mexico.

Seattle Mariners

KSTW(TV) is telecasting 50 live games this season, two of which will be at home. Coverage is being fed to stations in Kennewick and Spokane, both Wash.; Boise, Idaho, and Portland, Ore. Bruce Lumpkin, general sales manager, reports "sales are ahead of last year," and cites such major sponsors as Anheuser-Busch and Union Oil. Negotiations are in the final stages to sign other advertisers, including Burger King, True Value Hardware and Chevrolet. The station has signed a new two-year contract. On radio, a spokesman for KVI(AM) reported that six major advertisers have been signed for the baseball coverage, but declined to name them because of "competitive considerations." The Mariners are in negotiation with Group W Satellite Communications on a contract covering cable television, but it is not known if an agreement will be reached by the start of the season.

Atlanta Braves

Five preseason exhibitions will be among the 150 Braves games that WTBS(TV) Atlanta will telecast, according to Don Ellis, executive producer of sports at the superstation. TV rights to the Braves schedule are held by Turner Broadcasting System, which owns WTBS and the Braves. The telecasts will be channeled to 5,968 cable systems, reaching 29.3 million homes. Rotating as announcers will be Ernie Johnson, Skip Caray, Pete Van Weiren and John Sterling. Among national sponsors signed are Toyota, Red Man chewing tobacco, Eastern Air Lines, Coca-Cola, Anheuser-Busch and Gulf. WTBS has scheduled *A Tale of Two Seasons*, a documentary on the Braves, in prime time, Sunday, March 25. Like a similar offering last March, *A Long Way to October*, it will be narrated by veteran sports commentator Red Barber. The Braves organization retains its radio rights and does its own selling. This year, game originator will be WCNN(AM) Atlanta, switching from WSB(AM) there. Announcing is to be handled by Johnson, Caray, Van Weiren and Sterling. Top national accounts include Anheuser-Busch, Eastern and Coca-Cola.

Share and share alike. KPDX-TV Vancouver, Wash., and KSTW-TV Seattle have begun what they call an "informal business partnership," under which the stations will exchange programs of common interest. Starting in April, the first of 25 Seattle Mariner baseball games telecast away from home by KSTW-TV will be fed to KPDX-TV. The stations say their partnership is a "two-way street," with KSTW-TV now in the process of planning sports and special events programing of interest to both markets.

San Diego Padres

KCST-TV San Diego enters the second year of its three-year pact with the Padres, feeding coverage to three other stations. About 50 games will be telecast. According to Jerry Coleman, Padres radio/TV director, the team will make games available to about 400,000 area cable subscribers on a pay-per-view (PPV) basis through Cox Cable, Sun Cable and American Cable Television. Negotiations are in progress to link the PPV network to other area cable systems, he said. Subscribers will be offered two separate PPV packages of either 40 or 20 games. The Padres will produce the games, although the team and one or more cable systems may originate local pre- and postgame shows.

KFMB(AM) will be in the second year of its three-year pact with the Padres, feeding four smaller stations. A Spanish-language network of about 15 stations will be originated at XEXX(AM) Tijuana.

Houston Astros

The club continues to retain broadcast rights, setting up its networks and handling sales to advertisers in most cases, although the stations also have spots to sell. KTXH(TV) Houston is again the TV originator and will feed coverage of 75 games to a network of 12 stations, although the number of games varies in each market. KRBE(AM) Houston will again originate radio coverage for a network of 30 to 35 stations, with KRBE-FM simulcasting the night games. Radio network coverage will include all 162 regular-season games plus 17 preseason contests. Art Elliott, director of broadcast operations for the Astros, is also in the process of setting up a "small" Spanish-language network, with KYST(AM) Texas City, Tex., as the originator, to cover all regular season and a dozen preseason games. Elliott reports advertising sales moving well, with Anheuser-Busch, Datsun and First City Bank of Houston among the major sponsors on both radio and TV and with Coca-Cola among others

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signed for radio and Gulf Oil for TV.

Eighty Astros games will be carried on cable by the Home Sports Entertainment Network, a group of some 40 systems (led by Warner Amex) operating in five states. The games will be part of the pay-cable package, for which charges to subscribers are said to average about $9.95 a month.

San Francisco Giants

KTVU(TV) San Francisco/Oakland is carrying the Giants in the first year of a new five-year contract, feeding three other stations. Play-by-play continues with Gary Park and Hank Greenwald. The station is carrying 31 regular season games, with major sponsorships signed by Lowenbrau beer and Toyota. Among the on-air promotional campaigns this year is one that will feature actor Ronnie Schell spoofing cold weather in Candlestick Park, a tie-in to the Giants's "Hang In There" campaign.

KNBR(AM) also begins a new five-year radio contract this season, carrying all pre- and regular season games. The station will feed seven others, while KOFY(AM) enters its third year of Spanish-language coverage.

St. Louis Cardinals

Pay cable becomes part of the St. Louis Cardinals broadcast picture in 1984 as Sports Time cable network, cablecasts 52 games of the Cards' schedule. The Cards' coverage is part of a regional Mid-America package offered by Sports Time, under which it will present 52 games each of the schedules of the Cardinals, Kansas City Royals and Cincinnati Reds. Although individual cable systems will set the actual pay fees, a Sports Time official said that projected fee is from $9 to $12 per month for the package. The package extends as far west as Colorado and as far east as West Virginia. On a local basis, KSDK(TV) St. Louis will cover 40 road games. Tony Bello, director of sales, says that 85% of last year's sponsors have renewed already.

Cincinnati Reds

The Reds, who retain radio rights, will continue to have WLW(AM) as originating station for all exhibition contests (two in Puerto Rico) and the full 162-game regular season slate. Marty Brennaman and Joe Nuxhall will announce. Jim Winters, director of broadcasting for the Reds, reported in mid-February that in-game radio positions were 100% sold and pregame and postgame spots were 95% gone. Leading the list are Anheuser-Busch, Marathon Petroleum and Chevrolet. The last is new to the Red's radio lineup and, in that connection, there will be a "Chevy Home Run Inning" in each game. Prizes will range up to a new Chevrolet for a grand slam home run.

WLWT(TV) will telecast 48 Reds games in a continuation of its multiyear rights contracts with the team. TV announcers will be Ken Wilson and Ray Lane. Cable rights to the Reds have been granted to Sports Time, the new regional pay-sports channel in 15 Midwestern states. Sports Time is a joint venture of Multimedia Inc. (whose holdings include WLWT and a minority interest in the Reds), Anheuser-Busch (owner of the St. Louis Cardinals) and Tele-Communications Inc. (BROADCASTING, July 25, 1983, et seq.). Bill Spiegel, general manager of Multimedia Sports Productions, said 52 games are planned on a Reds lineup that will have the potential of reaching more than six million homes.

New York Mets

WOR-TV will begin its 22d season as the originator of New York Mets television broadcasts, a partnership arrangement it has had with the baseball club since the Mets were formed in 1962. Among the sponsors returning this season to the station, which sells the time, are Anheuser-Busch (Budweiser), Nissan Motors/Datsun and Manufacturers Hanover Trust. Participating advertisers include Coca-Cola and Getty Oil. "We made a commitment to upgrade the production of the games," said WOR-TV vice president and general manager, Peter Leon. "There will be more on-air promotion this season, as well as more reports on the Mets in our local newscasts," Leon added. WOR-TV is carried on approximately 130 cable systems nationwide.

On the radio side, Mutual's WHN(AM) is in its second year of a three-year deal. "Sales have been a little slow because of the Olympics," said Brian Moors, station vice president and general manager. "But we anticipate the majority of our major sponsors from last season to be back this year," he said.

On cable, Sportschannel is in its third year of a 30-year agreement airing 60 games both home and away. Fran Healy replaces Bud Harrelson as announcer.

Philadelphia Phillies

Both Phillies broadcast rights holders are in the early stages of multiyear contracts—WTAF-TV is entering the second year of a 10-year rights agreement, and WCAU(AM), the third year of an 11-year radio rights pact. Prism, the regional pay cable outlet which was purchased by Sportschannel (Cablevision and Washington Post Co.) last June, continues to hold the local cable rights in a multiyear agreement.

WCAU, which will broadcast all 162 regular season games this year, as well as 18 exhibition games, has a regional network of 25 radio stations. Among the Phillies sponsors this year are Budweiser, Coca-Cola and Eastman Kodak. WTAF-TV will carry 80 regular-season games and three exhibition games. Sponsors include Anheuser-Busch, Roy Rogers, Datsun and Mellon Bank.

The cable programing network Prism, which now has about 375,000 subscribers, will carry 30 exclusive Phillies home games this season. Subscribers pay between $10 and $12 for the service, which currently programs about 75% of its program time with nonsports entertainment and 25% sports.

Pittsburgh Pirates

In television, KDKA-TV Pittsburgh is the originator again and will feed a network of five stations, covering 40 games. Carolyn Wean, general manager of KDKA-TV, reported sales going "very well," with Anheuser-Busch, a major national advertiser, returning along with a number of local sponsors. In radio, KDKA(AM) will again originate the games, covering all 162 regular season contests and 15 exhibition games on a network of some 35 stations. Daniel Friel Jr., KDKA(AM) general manager, said he was "pleased" with sales progress, with Budweiser, Mellon Bank and Chevrolet among the major clients. Cable rights are held by Home Sports Entertainment-Pittsburgh, a group of area systems operators led by Warner Amex. The cable network will carry 76 games this season as part of a pay cable package. Its price varies from system to system but averages around $9.95 a month.

Chicago Cubs

WGN-TV will provide coverage of 149 regular season games and four exhibition games. A spokesman said sales are progressing well, with about 70% of the advertising inventory sold. The major sponsors are Anheuser-Busch, True-Value Hardware, Toyota, Union Oil and Cannon Camera. He said the sales pace is outdistancing last year's. On radio, WGN(AM) has assembled a network of 46 stations in seven states. An official said sales are ahead of last year with major sponsorships by Heileman Brewing, True-Value Hardware, Chevrolet and Talman Home Federal & Savings Association. WGN(AM) is providing 25 games of the Cubs schedule to WOJO(FM) Chicago, which will provide play-by-play in Spanish.

Montreal Expos

Canadian brewer Carling-O'Keefe will be entering its fourth year of a six-year arrangement with the Montreal Expos as television broadcast rights holder. Each year the brewer sells back the TV rights for a certain number of games to CBC-TV which is assembling an English network of 41stations and a French network of 18 stations.

CFCF(AM) holds the English-language radio broadcast rights, transmitting the games to a network of 35 affiliates, all of which are located outside Quebec province. The 1984 season is over 75% sold out, reports Arthur Sutherland, CFCF(AM) vice president and general manager. The station is in the fourth year of a five-year deal. CKAC(AM) continues to hold the French language radio broadcast rights, distributing the signal to a network of 40 stations. □

First-place finish for ABC and Olympics

The winter Olympics, picking up speed after a stumbling start (BROADCASTING, Feb. 20), carried ABC to solid victory in the prime time ratings for the week ended Feb. 19. ABC, with Olympics coverage filing 100% of its prime time hours, averaged a Nielsen rating/share of 19.7/30, more than two rating points ahead of CBS-TV's 17.6/27 and exactly three ahead of NBC's 16.7/25.

The Olympics helped ABC to win Thursday night, which normally goes to CBS, as well as Wednesday and Saturday nights and tie (with NBC) for first place on Monday. NBC won Tuesday, thanks not only to *A-Team* but also to the finale of its three-part *Celebrity* mini-series, which scored a 24.9/37—three rating points better than the Olympics—to rank second among the week's 49 shows. CBS won Friday with its regular lineup and Sunday with *60 Minutes* (23.5/36) plus part one of its *Master of the Game* mini-series, which produced a 24.2/35—more than seven points ahead of that night's Olympics (see story, "Top of the Week").

CBS presented a repeat of "Gone With the Wind" in two parts, Tuesday and Wednesday nights. Both parts turned in undistinguished third-place performances, 12.6/18 and 15.2/24, respectively. CBS also placed third on Saturday night, when a repeat of a *Charlie Brown Special* (9.2/15) led into the network's new *Airwolf* (11.8/19) and *Mike Hammer* (11.8/20) entries.

The week, the 21st of the 1983-84 season, brought season-to-date averages to 18.1/28 for CBS, 17.3/27 for ABC and 15.3/24 for NBC. CBS has won 14 weeks, ABC six and NBC one.

After the first 19 days of the Arbitron local measurement period (Feb. 1-19), ABC leads in the national ratings with an average of 18.9 to 17.1 for CBS and 16.4 for NBC. After the first 18 days of the Nielsen local sweep period (Feb. 2-19) ABC is ahead in the nationals with 18.6, followed by CBS at 17.5 and NBC at 16.4.

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	26.0/41
2.	Celebrity, part 3	NBC	24.9/37
3.	Master of the Game, part 1	CBS	24.2/35
4.	Falcon Crest	CBS	23.9/41
5.	60 Minutes	CBS	23.5/36
6.	Winter Olympics, Thurs.	ABC	23.3/34
7.	Winter Olympics, Sat.	ABC	22.9/38
8.	A Team	NBC	22.7/33
9.	Simon & Simon	CBS	22.1/32
10.	Winter Olympics, Tues.	ABC	21.9/32
11.	Celebrity, part 2	NBC	21.4/33
12.	Winter Olympics, Mon.	ABC	20.8/31
13.	Facts of Life	NBC	20.6/30
14.	Dukes of Hazzard	CBS	19.9/32
15.	Knots Landing	CBS	19.9/31
16.	TV Bloopers	NBC	19.5/28
17.	Real People	NBC	19.4/29
18.	Knight Rider	NBC	19.3/27
19.	Magnum, P.I.	CBS	19.0/27
20.	Winter Olympics, Wed.	ABC	18.6/29
21.	Night Court	NBC	17.6/27
22.	Gimme A Break	NBC	17.4/25
23.	Diff'rent Strokes	NBC	17.1/28
24.	Scarecrow & Mrs. King	CBS	17.0/25
25.	Winter Olympics, Sun.	ABC	16.9/25
26.	St. Elsewhere	NBC	16.5/27
27.	Hill Street Blues	NBC	16.4/25
28.	Family Ties	NBC	16.3/23
29.	Silver Spoons	NBC	16.2/26
30.	TV's Greatest Commercials	NBC	15.3/24
31.	Gone With the Wind, part 2	CBS	15.2/24
32.	Winter Olympics, Fri.	ABC	14.8/24
33.	Mama's Family	NBC	14.6/24
34.	Cheers	NBC	14.6/21
35.	AfterMASH	CBS	14.4/20
36.	Disney Special	CBS	14.1/20
37.	We Got It Made	NBC	14.0/22
38.	Newhart	CBS	13.8/20
39.	Gone With the Wind, part 1	CBS	12.6/18
40.	Mike Hammer	CBS	11.8/20
41.	Airwolf	CBS	11.8/19
42.	Master	NBC	11.5/18
43.	Buffalo Bill	NBC	10.9/16
44.	Yellow Rose	NBC	10.7/18
45.	Emerald Point, N.A.S.	CBS	10.3/17
46.	Legmen	NBC	9.9/16
47.	Charlie Brown Special	CBS	9.2/15
48.	New Show	NBC	8.2/14
49.	First Camera	NBC	6.1/9

two AM's of Western Broadcasting Co. ("Top of the Week," Jan. 16). Those stations are WTVM(TV) Columbus and WJBF(TV) Augusta, both Georgia; KGVO(AM) Missoula and KCAP-AM-FM Helena, both Montana, and WAPA-TV San Juan, P.R. Head of SFN broadcasting division is Earl Morgenroth. WFTV is ABC affiliate on channel 9 with 316 kw visual and 31.6 kw aural and antenna 1,254 feet above average terrain.

WKRZ-AM-FM Wilkes-Barre, Pa. □ Sold by Northeast Radio Inc. to Newradio Inc. for $5 million cash. **Seller** is owned by Donald Wilks and Michael Schwartz (40% each) and James T. Shea (20%). They bought station for $850,000 ("Changing Hands," Nov. 10, 1980). Wilks and Schwartz are Springfield, Mass.-based group owners of three AM's and four FM's. They are majority owners of recent seller of WKZE-AM-FM Orleans, Mass., for $2.4 million ("Changing Hands," Sept. 5, 1983) and WPET(AM) Greensboro, N.C. for $750,000 ("Changing Hands, Dec. 19, 1983) and also majority owner of recent buyer of WOSC(AM)-WKFM(FM) Fulton, N.Y. for $1.5 million ("Changing Hands," Nov. 14, 1983). They also have bought, subject to FCC approval, WSNE-FM Taunton, Mass., for $3.6 million ("Changing Hands," Jan. 30). **Buyer** is headed by Stan Gurell, president. It also includes limited partnership of more than 60 investors whose general partner is headed by Saul P. Steinberg. Gurell is broadcast consultant and former president of group owner, National Science Network Inc. Steinberg is president of Reliance Group Holdings Inc., New-York-based investment firm involved mostly in insurance and real estate. WKRZ is on 1340 khz with 1 kw day and 250 w night. WKRZ-FM is on 98.5 mhz with 5.8 kw and antenna 1,180 feet above average terrain. *Broker: Blackburn & Co.*

KKON(AM)-KOAS(FM) Kealakekua, Hawaii □ Sold by Kona Koast Broadcasting Co. to Gil Stratton and his wife, Dee, for $910,000, including real estate. **Seller** is owned by Thomas Jones and his sister, Sally Lenart, who have no other broadcast interests. **Buyer**, Gil Stratton, is veteran CBS sportscaster now at CBS-owned KNX(AM) Los Angeles. Dee Stratton is actress and singer. KKON is on 790 khz with 5 kw full time. KOAS is on 92.1 mhz with 3 kw and antenna 150 feet above average terrain. *Broker: Chapman Associates.*

WSSJ(AM) Camden, N.J. □ Sold by Alan Vorhees and family to Pasquale L. Del Signore, general manager, and limited partnership for $850,000 note. **Sellers** have no other broadcast interests. **Buyers** are Del Signore, also known as Pat Delsi (1%), general partner, his wife, Margaret E. Del Signore (69%), and William G. Rohrer (30%). Rohrer is South Jersey banker. None have other broadcast interests. WSSJ is on 1310 khz with 1 kw day and 250 w night.

WCCW(AM)-WMZK(FM) Traverse City, Mich. □ Sold by Radio Station WCCW Inc. to Fabiano-Strickler Communications Inc. of Traverse City for $755,000 cash and assumption of mortgage. **Seller** is majority owned by John R. Anderson. Neither he nor other four investors have other broadcast interests. **Buyer** is owned by James C. Fabiano (60%) and William J. Strickler (40%). It also owns WSOO(AM)-WSUE(FM) Sault Ste. Marie, and WCBY(AM)-WQLZ-FM Cheboygan, both

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Feb. 13.

- WKDC-AM Elmhurst, Ill. (1530 khz, 250 w-D)—Seeks assignment of license from William A. Lester, trustee, to DuPage Broadcasting Inc. for $80,000 purchase of assets. Seller took over station from previous licensee, Snyder Broadcasting Inc., owned by Robert E.J. Snyder, which filed for chapter 7 bankruptcy. Snyder has no other broadcast interests. Buyer is owned by previous owners of station, Frank Bletter (51%) and his sister, Lois (49%). They sold station to Snyder three years ago for $1 million ("Changing Hands," April 20, 1981), and have no other broadcast interests.

- WSAC(AM)-WWKK(FM) Fort Knox, Ky. (1470 khz, 1 kw-D; FM: 105.5 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Fort Knox Broadcasting Corp. to W&B Broadcasting Inc. for $475,000, comprising $150,000 cash and $325,000 seller's note. Seller is majority owned by B.E. Cowan and Gerald W. Howard, who have no other broadcast interests. Buyer is owned by William Walters (70%) and J. Michael Baldwin (30%). Walters is general manager and half-owner of WEKY(AM) Richmond, Ky. He also has minority interest in WKVL(AM) Clarksville, Tenn., in which he has bought, subject to FCC approval, negative control (see below). He also is applicant for new AM at Radcliffe, Ky. If granted permit, he will sell WSAC. Filed Feb. 10.

- WFST(AM) Caribou and WDHP(FM) Presque Isle, both Maine (600 khz, 5 kw-D; FM: 96.9 mhz, 100 kw, HAAT: 500 ft.)—Seeks assignment of license from Northern Broadcasting Co. to Carrie L. Linthicum Esq. Northern is equally owned by R. Murray and Allison J. Briggs. Linthicum was appointed as interim trustee on Jan. 27., same day that Northern converted from chapter 11 to chapter 7 bankruptcy, and stations went silent. Filed Feb. 8.

- KQWB-FM Moorehead, Minn., and KQWB(AM) Fargo, N.D. (1500 khz, 10 kw-D, 5 kw-N; FM: 98.7 mhz, 100 kw, HAAT: 465 ft.)—Seeks assignment of license from Midwest Radio Co. of Duluth Inc. to Northland Broadcasting Co. for $5 million, comprising $3 million cash, $1 million seller's note and $1 million noncompete agreement. App. for sale of WEBC(AM)-WGGR(FM) Duluth, Minn., involving same seller and buyer, was submitted last week ("For the Record," Feb. 20). Seller is principally owned by brothers, Larry and James Lakoduk. It also owns KQBR(AM) Brainerd, Minn. Buyer is owned by Alan R. Brill, head of Evansville, Ind.-based newspaper publisher which also owns WYNT(AM)-WPVA-FM Colonial Heights (Petersburg), Va.; KLIK(AM)-KTXY(FM) Jefferson, City, Mo., and WHUM(AM) Reading, Pa. Brill also has 10% interest in Worrell Broadcasting Inc., subsidiary of Charlottesville, Va.-based Worrell Newspapers, which also owns WHSV-TV Harrisburg, Va., and WIFR-TV Freeport (Rockford), Ill. Filed Feb. 8.

- WSLL(AM)-WZZB(FM) Centerville, Miss. (1080 khz, 5 kw-D; FM: 104.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Western Mississippi Broadcasters Inc. to K-J Radio Inc. for $89,100, including $22,000 cash. Buyer will lease studios from seller. Seller is owned by Rayvon M. Smith (50%), Glendon W. Wisnor (25%) and Robert D. Cupit Jr. (24%). None have other broadcast interests. Buyer is equally owned by H.A. Kuhlmann Jr. and Jay Robert Gach. Kuhlmann is also applicant for three LPTV's. Filed Feb. 13.

- KJMO(FM) Jefferson City, Mo. (100.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks transfer of control of Triple D Properties from Harley Lampman (45% before; none after) and his wife, Mary (5% before; none after), to Frank R. Newell (45% before; 90% after) and his wife, Dianne (5% before; 10% after), for $324,525. Sellers have no other broadcast interests. Buyer, Frank Newell, is station's president and general manager. Filed Jan. 31.

- KKCI(AM) Liberty, Mo. (1140 khz, 500 w-D)—Seeks assignment of license from Golden East of Missouri Inc. to Kansas City Communications Inc. for $280,000 cash. Seller is controlled by Larry Melvin Saunders and Norman B. Beasley. It also owns co-located KKCI-FM and WPEX(AM)-WWDE(FM) Hampton, Va. KKCI-AM-FM were bought two years ago for $2,350,000 ("Changing Hands," March 29, 1982). Buyer is owned by Elbert L. Anderson (50%); his wife, Cheryl (10%), and Delores Maxwell (40%). Filed Feb. 1.

- KQUY(FM) Butte, Mont. (95.5 mhz, 50 kw, HAAT: 1,820 ft.)—Seeks transfer of control from Lamont Jensen (51% before; none after) to Sunbrook Broadcasting Inc. (49% before; 100% after) for $233,000 seller's note. Seller has no other broadcast interests. Buyer already owns other 49%. It is owned by Edward Cooper (17%); his wife, Barbara McIntyre (16.3%); his brother, Alan Cooper (33.3%), and Larry Roberts (33.3%). They recently bought KCSJ(AM) Pueblo, Colo., for $700,000 ("Changing Hands," July 4, 1983). Filed Feb. 10.

- WSSJ(AM) Camden, N.J. (1310 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WSSJ Broadcasting Ltd. Partnership to WSSJ Broadcasting Ltd. Partnership for $850,000 note. Seller is owned by Alan Vorhees and family, who have no other broadcast interests. Buyer is owned by Pasquale L. Del Signore, who is sole general partner (1%), Margaret E. Del Signore (69%) and William G. Rohrer (30%). None have other broadcast interests. Filed Feb. 9.

- KLTE(FM) Oklahoma City (101.9 mhz, 100 kw, HAAT: 457 ft.)—Seeks assignment of license from KLTE Broadcasting Inc. to Mel Wheeler Inc. for $3.15 million cash. Seller is majority owned by Clint Murchison Jr., who is part owner of Dallas Cowboys football team. Murchison also has interest in subscription TV companies. Other owners include Kenneth L. Dowe, president. Seller bought station five years ago for $970,000. Buyer is owned by Mel Wheeler and his family. It also owns WSLC(AM)-WSLQ(FM) Roanoke, Va., and KDNT(AM) Denton and KDNG-FM Gainesville, both Texas. It also recently bought WSIL-TV Harrisburg, Ill., and KPOB-TV Poplar Bluff, Mo., for $6.6 million ("Changing Hands," June 6, 1983). It is 80% owner of recent seller of KSRD(FM) Seward (Lincoln), Neb., for $864,000 ("Changing Hands," Dec. 12, 1983). Filed Feb. 10.

- WMKX-FM Brookville, Pa. (95.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of 51% of license from Stephen S. Strattan to James W. Farley for $170,000, comprising $30,000 cash, approximately $70,000 seller's note and assumption of approximately $70,000 in liabilities. Other 49% is owned by Joseph D. Powers, who will retain his interest. Powers also owns 49% of WRXZ(FM) Kane, Pa. Filed Feb. 13.

- WIVA(FM) Aguadilla, P.R. (100.3 mhz, 15 kw, HAAT: 1,000 ft.; CP: 38 kw)—Seeks assignment of license from Aguadilla Radio and TV Corp. to Arso Radio Corp. for $400,000, comprising $100,000 cash and $300,000 seller's note. Seller is owned by Hector Reichard, who also owns colocated WABA(AM). Buyer is owned by Jesús M. Soto. He owns half of WGDL(AM)[CP] Lares, P.R., which he will sell to comply with regional concentration rule. He also owns WPRM-FM San Juan and WNEL(AM) Caguas, both Puerto Rico. Filed Feb. 10.

- WHLP-AM-FM Centerville (1570 khz, 5 kw-D; FM: 96.7 mhz, 3 kw, HAAT: 300 ft.) and WGNS(AM) Murfreesboro (1450 khz, 1 kw-D, 250 kw-N), all Tennessee—Seeks involuntary assignment of license from Davidson Broadcasting Corp. to Larry G. Womack, receiver. Womack was appointed receiver by Chancery Court for Davidson County, Tenn., on Jan. 31. He will look for buyers for stations.

- WKVL(AM) Clarksville, Tenn. (1550 khz, 1 kw-D)—Seeks transfer of control of Two Rivers Broadcasting Corp. from J. Barry Williams (1% before; none after) to Bill G. Walters (49% before; 50% after) for $100. Other 50% is owned by Charles M. Anderson. Filed Feb. 8.

Summary of broadcasting
as of January 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,736	163	4,899
Commercial FM	3,540	415	3,955
Educational FM	1,131	176	1,307
Total Radio	9,407	754	10,161
FM translators	762	431	1,193
Commercial VHF TV	535	22	557
Commercial UHF TV	334	222	556
Educational VHF TV	110	4	114
Educational UHF TV	173	25	198
Total TV	1,152	273	1,425
VHF LPTV	190	76	266
UHF LPTV	72	105	177
Total LPTV	262	181	443
VHF translators	2,865	188	3,053
UHF translators	1,889	213	2,202
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

- WKGN(AM) Knoxville, Tenn. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Group Y Communications Corp. to Sharon Broadcasting Corp. for $475,000, comprising $125,000 cash and $350,000 seller's note. Seller is group of Denver-based investors including Samuel J. Yacovazzi (40%), Edward A. Kearney (3%) and James B. Wallace (6.75%), who have minority interest in applicant for new FM at Evergreen, Colo. It bought station three years ago for $300,000 ("Changing Hands," July 15, 1981). Others have no other broadcast interests. Buyer is owned by Alvin R. Umans, Robert L. Haag and Howard N. Gilbert (20% each); Avis Cohn Primack and Samuel Feigenbaum (15% each), and Frederick C. Jacob (10%). It also owns WGWY(AM) Charlotte, Mich., and WYGY(AM) Wyoming, Mich. They also are majority owners of WGLY(FM) Goulds, Fla. Umans, Haag and Gilbert also are majority owners of mutually exclusive applicant with WSNS(TV) Chicago. Filed Feb. 13.

- WORM-AM-FM Savannah, Tenn. (1010 khz, 250 w-D; FML 101.7 mhz, 3 kw, HAAT: 175 ft.)—Seeks assignment of license from Savannah Broadcasting Service Inc. to Gerald W. Hunt for $225,000, comprising $50,000 cash and $175,000 seller's note. Seller is equally owned by William L. Barry and Janet L. Bunn. Neither has other broadcast interests. Buyer is general manager of WVOM(AM)-WTIB(FM) Iuka, Miss. Filed Jan. 30.

- KJCH(AM) Cleveland, Tex. (1410 khz, 1 kw-U)—Seeks assignment of license from Cleveland Broadcasting Service to Cleveland Broadcasting Co. for approximately $344,000, comprising $125,000 cash, $34,000 seller's note and assumption of $185,000 in bank notes. Seller is owned by Thomas F. McDaniel and his wife, Ann, who have no other broadcast interests. They bought station five years ago for $255,000 ("Changing Hands," May 14, 1979). Buyer is owned by L. Giles Rusk, who is Houston-based attorney. He has no other broadcast interests. Filed Feb. 13.

- KMXL(FM) Logan, Utah (94.5 mhz, 25 kw, HAAT: 980 ft.)—Seeks assignment of license from Bluejay Broadcasting Inc. to Cache Valley Broadcasting Co. for $408,000, comprising $75,000 cash, assumption of approximately $358,000 in liabilities and $50,000 seller's note. Seller is majority owned by Jeff and Lisa Weber. It bought station two years ago for $338,000 ("Changing Hands," April 5, 1982), and has no other broadcast interests. Buyer is owned by Reed Bullen and family. He also owns co-located KVNU(AM) and has half interest in Logan cable system. Filed Feb. 13.

Facilities changes

AM applications

Tendered

- WDLP (590 khz) Panama City, Fla.—Seeks CP to increase power to 5 kw-D and 2.5 kw-N and to install DA-2. MEA. Ann. Feb. 14.

- WKCN (910 khz) North Charleston, S.C.—Seeks CP to change hours of operation to unlimited by adding 500 w-N and installing DA-N; change city of license to "Dorchester Terrace-Brentwood, S.C." MEA. Ann. Feb. 15.

Accepted

- WABB (1480 khz) Mobile, Ala.—Seeks MP (BP-83727AB, as mod.) to augment night pattern. Ann. Feb. 17.

- WCEG (1530 khz) Middleborough, Mass.—Seeks MP (BP-19936, as mod.) to make changes in ant. sys.; reduce power to 500 w; change to non-DA, and change TL. Ann. Feb. 17.

- WJON (1240 khz) St. Cloud, Minn.—Seeks CP to make changes in ant. sys. and increase daytime TPO. Ann. Feb. 14.

- WINS (1010 khz) New York—Seeks CP to make changes in ant. sys. by augmentation of standard modified pattern. Ann. Feb. 14.

- WNYR (990 khz) Rochester, N.Y.—Seeks CP to augment nighttime authorized radiation pattern. Ann. Feb. 14.

- KEYG (1490 khz) Grand Coulee, Wash.—Seeks CP to make changes in ant. sys. and increase tower height. MEA. Ann. Feb. 14.

FM applications

Tendered

- *KUSC-FM (91.5 mhz) Los Angeles—Seeks CP to change TL; increase ERP to 25 kw; decrease HAAT to 667 ft., and make changes in ant. sys. Ann. Feb. 15.

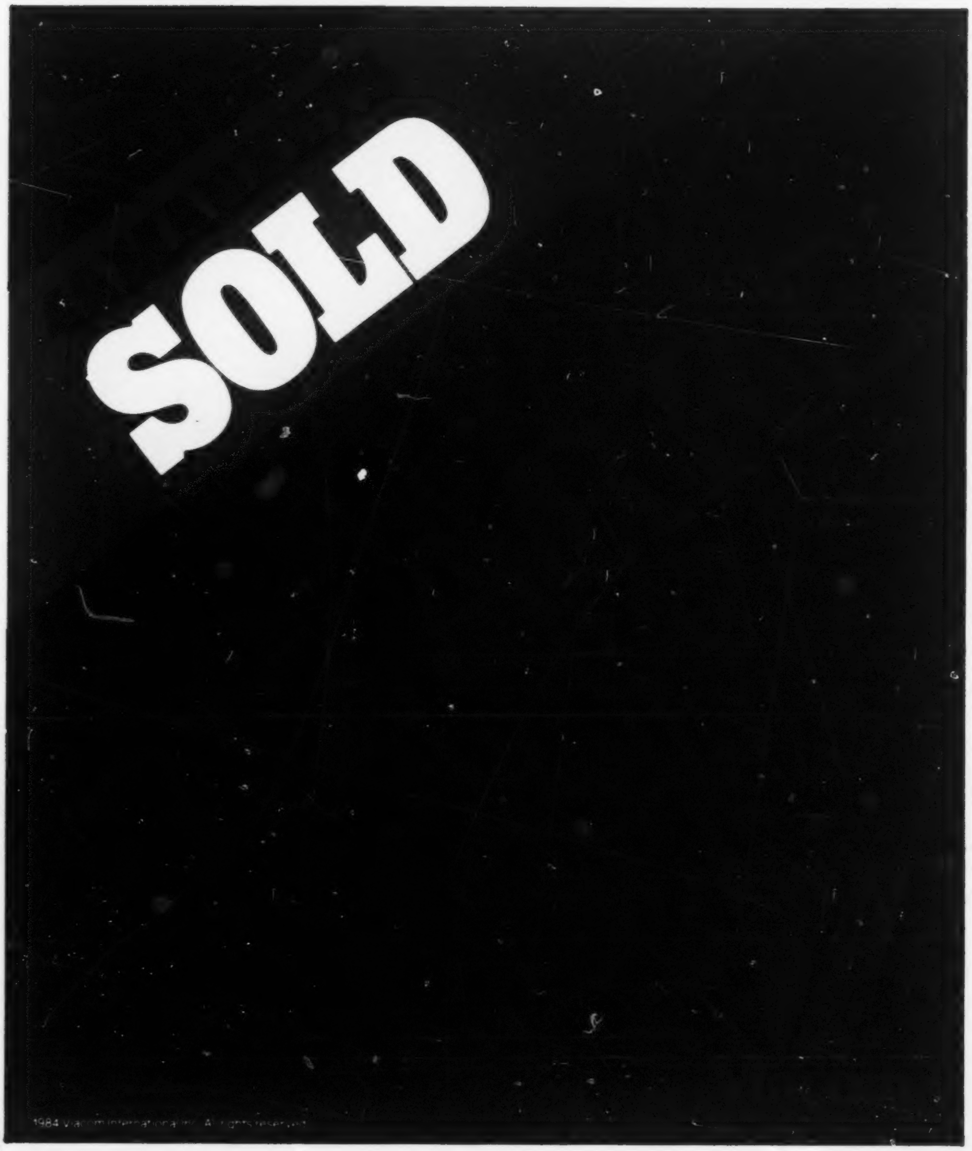
Accepted

- KTTZ (103.1 mhz) Oracle, Ariz.—Seeks mod. of CP

3/6/84
C1750-1

The Fifth Estate

Broadcasting Mar 5



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53d Year 1984

Vol. 106 No. 10

Broadcasting Mar 5

NAB releases 1981, 1982 TV station financial figures FCC proposes locations for docket 80-90 FM's Networks in New Hampshire □ Dingell "At Large"

TOO CLOSE TO CALL □ February sweeps are so tight, both ABC and CBS claim victory. **PAGE 35.**

NORTH TO NEW HAMPSHIRE □ Networks scramble to cover upset victory of Gary Hart in New Hampshire primary. **PAGE 36.**

Hollings
PRESIDENT

Ernest Hollings under the lights in New Hampshire

80-90-684 □ FCC releases list of 684 locations, mostly in Southeast, where new FM's under docket 80-90 could be placed. **PAGE 39.**

TV FINANCIAL FIGURES □ National Association of Broadcasters, picking up where the FCC left off, has released television financial figures for 1981 and 1982. Figures show nearly all markets reporting profits, and many with very healthy bottom lines. **PAGE 40.**

MR. CHAIRMAN □ In an exclusive "At Large" interview with BROADCASTING editors, House Commerce and Energy Committee Chairman John Dingell surveys the political landscape and takes the measure of cable and broadcast legislation evolving in subcommittee. **PAGE 46.**

WORKSHOP TOPICS □ Association of National Advertisers television workshop examines clutter, network viewer erosion and split-30 commercial dilemma. **PAGE 56.**

PALM SPRINGS BOUND □ Four A's annual meeting set for this week in Palm Springs, Calif. **PAGE 57.**

PILOT SEASON □ Three networks put finishing touches on orders for fall pilots; mini-series also big this year. **PAGE 62.**

PROJECTION PREDICAMENT □ News network representatives from ABC, CBS, NBC and CNN testify before House subcommittee on early projection of election primaries. **PAGE 64.**

CAPITAL IDEA □ United Satellite Communications Inc., which has been beaming direct broadcast satellite service to parts of the East since last fall, is making private stock offering to raise funds. **PAGE 67.**

PIVOTAL POSITION □ As head of the National Telecommunications and Information Administration, David Markey confronts a range of complex issues in the setting of national telecommunications policy. **PAGE 95.**

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five markets for four weeks and on TV in 12 markets for four weeks. Commercials will run on radio in all dayparts and on TV in daytime, early and late fringe and prime access. Target: women, 18-49. Agency: Lord, Sullivan & Yoder, Des Moines, Iowa.

Servistar Hardware □ Campaign will begin in early April for various hardware products for three weeks in approximately 60 television and 40 radio markets. Spots will run in all radio dayparts and in early and late fringe and news on TV. Target: men, 25-54. Agency: W.B. Doner, Southfield, Mich.

Frank's Nurseries □ Lawn and garden supplies will be highlighted in six-week campaign beginning April 11 in 12 marekts. Commercials will air in news, prime time and sports programing on TV and in all dayparts and baseball programs on radio. Target: adult homeowners, 25-54. Agency: Stone & August, Birmingham, Mich.

AdVantage

DeWitt on his own. Gene DeWitt, executive vice president and media consultant to Interpublic Group of Companies, New York, has formed his own company, DeWitt Media Inc., New York. Company will specialize in examining and improving advertising efficiency. DeWitt has held top executive positions at McCann-Erickson, BBDO and Rosenfeld, Sirowitz & Lawson. DeWitt Media is located at 575 Madison Avenue, Suite 1006, New York 10022; (212) 605-0369.

□

No-nonsense buy. No Nonsense Fashions Inc., New York, has come up with what it considers highly effective buy for its women's hosiery products. It is series of 90-second vignettes, blending one-minute profiles of famous "No Nonsense Women" throughout history with 30-second commercial for pantyhose products. Women to be spotlighted include Marie Curie, Eleanor Roosevelt, Fanny Brice, Carrie Nation and Isadora Duncan. Fifty-two vignettes are being carried on superstation WTBS(TV) Atlanta, reaching more than 80% of U.S. cable television households. Agency for No Nonsense is Grey Advertising, New York.

□

IBM move. As of March 1, Doyle Dane Bernbach, New York, became sole agency buying for IBM's network TV activity (personal computers, data equipment and corporate campaigns). Formerly, business was shared between DDB and Lord, Geller, Federico & Einstein, New York. According to IBM spokesman, consolidation should allow "economic and media buying advantages." Lord Geller will continue as agency for IBM's print campaigns.

□

New kid on block. Thomson-Leeds Co., New York, company that produces point-of-purchase advertising for national marketers, has reached agreement in principle with BBDO International Inc. to become part of BBDO group of companies. Thomson-Leeds will retain its name and current management team, operating as subsidiary of BBDO.

□

New business. Chiat/Day, New York, has been selected agency of record for Drexel Burnham Lambert, investment banking and securities firm. Account moves from Jim Johnston Advertising, New York. Other agencies that were considered included Needham, Harper & Steers, Jim Johnston and Lord, Geller, Federico & Einstein. Account is expected to bill in excess of $3 million.

1983 spot radio

Total spot radio (national, regional and local) for 1983, when broken down by 27 major product categories, has been estimated at approximately $1.1 billion. The figures, which are based on national spot radio activity reported by leading rep companies to Radio Expenditure Reports Inc., Larchmont, N.Y., also include local data supplied by stations across the country, all multiplied by a projection factor to take into account local ad dollars not reported to RER.

Spot Radio Total—Full Year 1983

Product	Amount
1. Food	$182,113,193
2. Beer, Ale, Wine	$160,277,834
3. Travel and Shipping	$139,140,020
4. Miscellaneous	$130,083,756
5. Automotive	$112,740,372
6. Consumer Services	$109,697,661
7. Apparel	$30,096,213
8. Gasoline and Oil	$28,698,329
9. Cosmetics and Toiletries	$27,942,046
10. Soft Drinks	$27,826,950
11. Agricultural	$22,336,236
12. Amusements	$16,098,301
13. Publications	$15,290,075
14. Records, Tapes, Audio, TV's	$15,233,496
15. Drugs, Proprietaries	$14,205,611
16. Building, Hardware, Paint	$12,749,855
17. Home Fumisnings, Appl.	$12,339,933
18. Religion	$10,544,028
19. Sports and Equipment	$10,136,118
20. Government	$9,475,737
21. Games and Toys	$6,112,791
22. Confections	$4,114,357
23. Soaps, Cleansers, Detrgts	$2,970,659
24. Medical and Dental	$2,574,967
25. Pet Products	$2,459,144
26. Tobacco Products	$2,335,869
27. Education	$793,855
Total	$1,108,387,406

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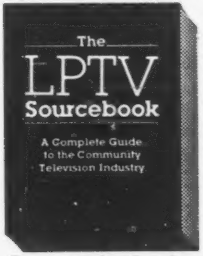

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FM allocations list continues from page 39.

Rockwood*, Rogersville*, Selmer, Spring City*, Tazewell*, Wartburg*. **Texas**—Abilene, Beaumont, Beeville, Bowie*, Bryan, Cameron, Carrizo Springs, Clarksville*, Corpus Christi, Daingerfield*, Del Rio, Eagle Pass, Edna*, Electra*, Elgin*, Friona*, Hamlin, Hemphill*, Hondo*, Jacksboro*, Jefferson*, Killeen, Laredo, Longview, Midland, Morton*, Odessa, Palacios*, Pearsall, Pecos, Plainview, Port Isabel*, Post*, Raymondville, Rockdale*, San Angelo, San Augustine*, San Diego*, Tahoka*, Trinity*, Tyler, Uvalde, Victoria, Wichita Falls, Winters. **Utah**—Delta*, Nephi*, Roosevelt*. **Virginia**—Bedford*, Bridgewater*, Broadway*, Charlottesville, Chase City*, Chesapeake-Portsmouth-Virginia Beach, Churchville*, Clincho*, Emporia*, Exmore, Gloucester Point*, Lawrenceville, Lynchburg, Mount Jackson*, Narrows*, Petersburg, Richmond, Roanoke, Saltville*, South Boston, West Point*. **Washington**—Camas*, Dayton*, Medical Lake*, Yakima. **West Virginia**—Bridgeport*, Charleston, Fisher*, Mannington*, Matewan*, Mount Gay-Shamrock*, Point Pleasant*, Salem*, White Sulpher Springs*. **Wisconsin**—Algoma*, Auburndale*, Black River Falls*, Bloomer*, Boscobel*, Brillion*, Columbus*, Evansville*, Mayville* Oconomowoc*, Oconto Falls*, Peshtigo*, Plymouth*. **Wyoming**—Kemmerer*. **Puerto Rico**—Naguabo*.

NAB Presents: The Return of the Financial Figures

The National Association of Broadcasters has picked up where the FCC left off in its reporting of television revenue figures—if only partially. Last Thursday, it issued market reports for 1981 and 1982, the first tabulations of individual television market data since the FCC stopped reporting industry financial data in 1980 (BROADCASTING, Aug. 10 1981). The 1981 NAB edition contains figures for 82 out of approximately 140 television markets with three or more stations; the 1982 report shows similar totals from 67 markets. Except for some "minor UHF stations not included in some markets," only markets with a minimum of three stations and 100% participation have been reported, the NAB said. Both reports include network compensation; total expenses; time sales; net revenues; pre-tax profits, and pre-tax profit margins.

According to the NAB reports, the largest Area of Dominant Influence (ADI) market reported in 1981 is fourth-ranked Philadelphia, which increased in net revenues from $141 million in 1980 to $161 million in 1981.

One figure of the NAB report that differs from the FCC's is the inclusion of a pre-tax profit margin (pre-tax profit divided by net revenues). That ranged from a high of 57.9% in 1981 and 62% in 1982 for 11th-ranked Houston to a low of minus 27.6% for 71st-ranked Rochester, N.Y., in 1981 and and a low of 12.5% for 102d-ranked Las Vegas in 1982. In the chart, a [1] after the city indicates that figures include network compensation reported by stations with the Spanish International Network. A — indicates information was unavailable because not all stations provided data.

The complete report follows:

1981 television revenues, expenses and profits

Market (num. stations reporting)	Network comp.	National/ regional advertising	Local advertising	Total time sales	Trade-outs and barter	Net revenues	Total expenses	Pre-tax profit	Profit mgn.
Atlanta (4)	$5,382,583	$53,800,941	$38,076,242	$97,259,766	$1,594,062	$81,633,745	$48,147,559	$33,486,186	41.0
Augusta, Ga. (3)	1,893,531	4,481,806	5,275,432	11,650,769	293,837	10,789,357	10,548,552	240,805	2.2
Austin, Tex. (3)	979,408	10,269,364	8,675,816	19,924,588	326,844	17,140,183	12,140,253	4,999,930	29.2
Baltimore (3)	3,332,100	36,958,570	28,898,817	69,189,487	2,236,147	62,426,596	45,412,859	17,013,737	27.3
Baton Rouge (3)	1,766,463	6,055,013	10,649,699	18,471,175	242,950	16,292,475	14,453,625	1,838,850	11.3
Beaumont-Port Arthur, Tex. (3)	972,181	3,958,330	7,964,816	12,895,327	293,965	11,622,183	9,206,205	2,415,978	20.8
Billings-Hardin, Mont. (3)	918,766	1,996,505	2,532,102	5,447,373	184,466	4,988,374	3,571,632	1,416,742	28.4
Birmingham, Ala. (3)	3,408,463	17,252,061	12,935,190	33,595,714	445,036	28,554,871	13,622,401	14,932,470	52.3
Boston (6)	6,060,990	114,571,754	61,785,047	182,417,791	4,137,903	152,600,279	103,580,330	49,019,949	32.1
Bristol, Va.-Kingsport, Johnson City, Tenn. (3)	1,528,520	5,758,316	3,965,793	11,252,629	256,171	9,775,924	7,503,894	2,272,030	23.2
Buffalo, N.Y. (4)	3,248,959	27,743,416	17,157,458	48,149,833	781,785	40,467,261	30,514,586	9,952,675	24.6
Cedar Rapids-Waterloo, Iowa (3)	1,655,509	6,736,942	7,317,087	15,709,538	474,811	13,566,708	11,434,365	2,132,343	15.7
Charleston, S.C. (3)	1,079,443	5,033,558	6,401,206	12,514,207	251,793	10,996,820	9,170,416	1,826,404	16.6
Charleston-Huntington, W.Va. (3)	3,503,776	10,203,834	9,915,362	23,622,972	360,792	20,556,681	11,591,443	8,965,238	43.6
Chattanooga, Tenn. (3)	1,362,131	6,994,911	6,393,663	14,750,705	551,809	13,021,038	9,076,674	3,944,364	30.3
Colorado Springs-Pueblo (3)	824,106	6,610,304	7,179,853	14,614,263	198,833	12,707,763	9,668,804	3,038,959	23.9
Columbia-Jefferson City, Mo. (3)	1,157,889	2,551,362	2,448,705	6,157,956	157,389	5,890,089	4,733,685	1,156,404	19.6
Columbus, Ga. (3)	2,048,320	2,671,966	6,035,610	10,755,896	—	9,943,871	9,315,378	628,493	6.3
Columbus, Ohio (3)	2,833,850	23,751,449	22,942,988	49,528,287	730,223	41,578,906	24,986,588	16,592,318	39.9
Dayton, Ohio (3)	4,472,117	16,096,316	14,835,322	35,403,755	590,546	30,500,556	22,011,824	8,488,732	27.8
Des Moines, Iowa (3)	2,164,286	9,398,306	8,297,130	19,859,722	—	16,766,700	12,169,997	4,596,703	27.4
Detroit (4)	5,845,085	75,270,784	52,861,120	133,976,989	2,131,621	112,190,797	81,368,918	30,821,879	27.5
Duluth, Minn.-Superior, Wis. (3)	1,300,992	3,883,956	3,188,895	8,373,843	—	7,659,084	8,840,657	(1,181,573)	(15.4)
El Paso, Tex. (4)	783,063	4,690,094	8,273,742	13,746,899	350,847	11,938,269	10,580,132	1,358,137	11.4
Evansville, Ind. (3)	1,423,264	4,639,950	7,388,695	13,451,909	176,581	11,805,667	8,732,814	3,072,863	26.0
Fargo, N.D. (3)	1,124,013	3,966,853	5,081,867	10,172,733	—	9,400,788	7,788,072	1,612,716	17.2
Flint-Saginaw-Bay City, Mich. (3)	1,942,929	9,473,325	10,387,992	21,804,246	257,667	19,088,783	13,350,553	5,738,230	30.1
Ft. Myers-Naples, Fla. (3)	1,019,425	4,329,594	6,553,079	11,902,098	255,272	10,704,930	11,621,520	(916,590)	(8.6)
Ft. Wayne, Ind. (4)	1,116,183	6,040,224	7,351,987	14,508,394	1,051,898	12,878,160	12,438,010	440,150	3.4
Fresno-Hanford-Visalia, Calif.[1] (5)	1,986,879	13,150,794	11,828,908	26,966,581	1,157,017	22,780,762	21,729,154	1,051,608	4.6
Gnd Rpds-Btl Crk, Mich. (4)	2,971,658	15,899,579	12,769,220	31,640,457	368,187	26,880,156	18,411,571	8,468,585	31.5
Green Bay, Wis. (4)	1,610,787	7,553,576	8,972,213	18,136,576	352,173	16,867,624	14,200,097	2,667,527	15.8
Grnsbro-Wnstn Slm, N.C. (4)	1,959,960	13,079,621	10,945,710	25,985,291	785,675	22,310,524	17,413,069	4,897,455	22.0
Grnvlle-Nw Brn-Wshngtn, N.C. (3)	1,440,407	7,110,181	3,403,824	11,954,412	310,865	10,580,599	9,696,415	984,184	9.2
Grnvle-Spbg, S.C.-Ash., N.C. (4)	2,532,788	19,590,305	10,905,308	33,028,401	—	28,580,009	17,578,863	11,001,146	38.5

Market (num. stations reporting)	Network comp.	National/ regional advertising	Local advertising	Total time sales	Trade-outs and barter	Net revenues	Total expenses	Pre-tax profit	Profit mgn.
Harrisburg-York-Lancaster-Lebanon, Pa. (5)	2,751,943	13,274,946	8,573,784	24,600,673	673,196	20,995,282	19,032,452	1,962,830	9.3
Hartford-New Haven, Conn. (3)	4,249,746	32,872,367	18,897,456	56,019,569	489,197	46,754,343	28,870,908	17,883,435	38.2
Houston (5)	3,985,832	97,006,143	59,325,893	160.317,868	933,189	135,628,447	57,104,844	78,523,603	57.9
Idaho Falls-Pocatello Idaho (3)	667,205	2,723,899	1,440,263	4,831,367	—	4,097,530	4,141,545	(44,015)	(1.1)
Jackson, Miss. (3)	1,680,384	5,831,678	6,911,478	14,423,540	—	12,256,736	10,017,719	2,239,017	18.3
Jacksonville, Fla. (4)	2,781,442	18,582,513	10,641,707	32,005,662	484,024	27,094,090	19,753,637	7,340,453	27.1
Joplin, Mo.-Pittsburg, Kan. (3)	1,370,208	2,755,832	2,821,876	6,947,916	60,628	6,705,818	5,917,413	788,405	11.8
Knoxville, Tenn. (3)	3,225,185	9,279,119	9,366,731	21,871,035	493,281	19,683,678	10,296,170	9,387,508	47.7
La Crosse-Eau Claire, Wis. (3)	998,584	3,162,858	3 959,694	8,121,136	129,625	7,403,248	5,797,152	1,606,096	21.7
Las Vegas (4)	705,090	6,730,214	15,268,478	22,703,782	598,640	20,061,746	24,063,048	(4,001,302)	(19.9)
Lexington, Ky. (3)	1,365,797	8,133,071	5,474,572	14,973,440	622,144	13,452,666	14,353,138	(900,472)	(6.7)
Louisville, Ky. (4)	3,709,281	15,690,634	17,396,860	36,796,775	1,207,329	32,193,536	28,609,112	3,584,424	11.1
Madison, Wis. (3)	1,272,199	6,213,780	7,691,580	15,177,559	486,025	13,441,745	10,432,666	3,009,079	22.4
Miami-Ft. Lauderdale (6)	6,697,102	58,432,511	60,866,153	125,995,806	2,701,214	104,464,427	—	—	—
Milwaukee (5)	3,265,196	27,101,260	26,665,161	57,031,617	1,390,920	50,577,681	41,549,725	9,027,956	17.8
Mobile, Ala.-Pensacola, Fla. (3)	1,684,607	9,480,440	9,887,969	21,053,016	212,947	17,866,842	12,086,002	5,784,840	32.4
Norfolk-Portsmouth-Newport News-Hampton, Va. (5)	3,073,498	12,173,644	18,424,638	33,671,780	1,253,471	28,466,246	19,450,832	9,015,414	31.7
Odessa-Midland, Tex. (3)	1,087,160	2,983,190	4, 856,382	8,926,732	—	8,219,289	6,158,938	2,060,351	25.1
Oklahoma City (6)	2,970,813	22,269,541	24,717,120	49,957,474	977,689	45,551,145	37,774,300	7,776,845	17.1
Omaha (3)	1,929,621	9,988,949	13,868,776	25,787,346	278,785	22,101,556	18,309,836	3,791,720	17.2
Orlando-Daytona Beach, Fla. (4)	2,545,533	25,448,215	18,599,072	46,592,820	943,672	39,248,852	25,911,657	13,337,195	34.0
Philadelphia (7)	7,149,648	118,335,266	68,769,386	194,254,300	3,517,874	161,334,974	—	—	—
Pittsburgh (4)	5,324,555	53,648,886	33,296,700	92,270,141	3,205,416	77,489,719	60,618,106	16,871,613	21.8
Portland, Ore. (4)	2,612,201	36,184,429	25,293,740	64,090,370	1,137,064	53,940,628	40,359,381	13,581,247	25.2
Portland-Poland Springs, Me. (3)	1,350,154	6,802,052	5,702,334	13,854,540	229,489	12,492,335	—	—	—
Providence, R.I.-New Bedford, Mass. (3)	3,974,557	17,322,399	11,773,692	33,070,648	1,016,497	29,226,708	23,313,682	5,913,026	20.2
Raleigh-Durham, N.C. (3)	3,068,154	17,469,374	11,106,211	31,643,739	892,579	26,919,357	17,297,068	9,622,289	35.7
Reno (3)	610,010	5,112,746	5,129,192	10,851,948	86,733	9,288,720	9,012,792	275,928	3.0
Richmond-Charlottesville, Va. (4)	1,747,438	9,858,350	12,314,095	23,919,883	749,711	20,763,839	14,559,355	6,204,484	29.9
Roanoke-Lynchburg, Va. (3)	1,948,032	8,081,966	6,784,294	16,814,292	248,375	14,428,481	10,122,109	4,306,372	29.8
Rochester, N.Y. (4)	1,897,199	13,652,421	12,276,642	27,826,262	406,800	23,158,550	29,547,885	(6,389,335)	(27.6)
Sacramento-Stockton, Calif. (5)	2,945,359	41,451,488	21,687,816	66,084,663	—	58,522,499	53,656,651	4,865,848	8.3
Salinas-Monterey, Calif. (3)	1,556,013	6,349,747	8,490,714	16,396,474	320,492	13,947,720	12,981,023	966,697	6.9
Salt Lake City (4)	1,914,559	22,735,358	21,447,327	46,097,244	—	40,088,720	31,831,069	8,257,651	20.6
San Antonio, Tex. (4)	3,172,468	18,416,105	21.872,592	43,461,165	673,364	36,109,057	18,455,393	17,653,664	48.9
Santa Barbara-Santa Maria-San Luis Obispo, Calif. (3)	785,350	3,869,020	3,567,957	8,222,327	—	7,494,351	7 008,696	485,655	6.5
Savannah, Ga. (3)	1,359,949	3,517,609	5,202,163	10,079,721	139,137	8,976,800	7,230,727	1,746,073	19.5
Seattle-Tacoma (5)	3,895,218	60,717,822	39,594,408	104,207,448	2,475,513	87,797,757	61,996,755	25,801,002	29.4
Sioux City, Iowa (3)	1,353,854	3,162,967	4,168,238	8,685,059	307,696	8,179,942	7,275,258	904,684	11.1
Spokane, Wash. (3)	1,349,073	11,893,566	5,613,569	18,656,208	128,733	16,227,048	10,602,434	5,624,614	34.7
Springfield, Mo. (3)	1,517,813	4,643,735	5,819,118	11,980,666	—	10,948,506	7,509,641	3,438,865	31.4
Syracuse, N.Y. (3)	2,467,620	11,598,270	9,109,494	23,175,384	365,030	19,699,755	16,737,479	2,962,276	15.0
Washington, D.C. (5)	3,890,511	82,350,582	51,240,549	137,481,642	2,108,709	112,841,307	78,788,789	34,052,518	30.2
Wichita-Hutchinson, Kan. (3)	1,614,119	8,873,723	11,171,599	21,659,451	—	20,576,267	16,896,793	3,679,474	17.9
Wilkes Barre-Scranton, Pa. (3)	2,137,678	8,066,362	6,452,167	16,656,207	794,547	14,487,151	13,097,466	1,389,685	9.6
Youngstown, Ohio (3)	1,133,169	7,304,509	3,293.068	11,730,746	—	9,730,123	10,137,408	(407,285)	(4.2)

1982 television revenues, expenses and profits

Market (num. stations reporting)	Network comp.	National/ regional advertising	Local advertising	Total time sales	Trade-outs and barter	Net revenues	Total expenses	Pre-tax profit	Profit mgn.
Abilene-Sweetwater, Tex. (3)	960,864	2,991,357	3,634,026	7,586,247	—	6,955,395	5,419,098	1,536,297	22.1
Albany-Schenectady-Troy, N.Y. (4)	3,803,659	19,001,953	12,433,918	35,239,530	821,245	30,136,136	23,932,960	6,203,176	20.6
Amarillo, Tex. (3)	1,042,279	4,932,804	5,677,819	11,652,902	—	10,028,158	9,090,146	938,012	9.4
Atlanta (5)	5,431,821	67,556,440	46,292,552	119,280,813	1,619,163	99,502,524	59,699,165	39,803,359	40.0
Augusta, Ga. (3)	1,969,295	4,958,621	6,055,738	12,983,654	322,930	11,586,285	9,405,024	2,181,261	18.8
Austin, Tex. (3)	1,048,254	13,293,940	9,009,254	23,350,448	—	21,045,402	13,425,590	7,619,812	36.2
Bakersfield, Calif. (3)	882,755	5,830,817	4,494,268	11,207,840	115,966	9,429,540	6,742,296	2,687,244	28.5
Baltimore (3)	3,977,751	37,358,141	35,240,270	76,576,162	2,997,047	63,860,675	50,304,623	13,556,052	21.2

Market (num. stations reporting)	Network comp.	National/ regional advertising	Local advertising	Total time sales	Trade-outs and barter	Net revenues	Total expenses	Pre-tax profit	Profit mgn.
Beaumont-Port Arthur, Tex. (3)	982,758	5,004,800	7,943,884	13,931,442	312,158	13,016,105	9,936,820	3,079,285	23.7
Billings-Hardin, Mont. (3)	901,712	2,158,427	3,337,159	6,397,298	614,396	5,854,660	4,203,804	1,650,856	28.2
Boston (6)	5,900,569	140,051,196	74,688,489	220,640,254	4,712,175	184,672,153	128,960,577	55,711,576	30.2
Bristol, Va.-Kingsport, Johnson City, Tenn. (3)	1,677,847	6,603,889	5,025,596	13,307,332	313,515	11,359,208	8,284 948	3,074,260	27.1
Buffalo, N.Y. (4)	3,233,015	25,066,124	17,549,714	51,017,344	664,383	42,953,188	29,059,022	13,894,166	32.3
Cedar Rapids-Waterloo, Iowa (3)	1,635,270	6,942,190	7,318,957	15,896,417	238,437	14,202,177	13,359,197	842,980	5.9
Charleston, S.C. (3)	1,090,522	5,614,937	7,882,587	14,588,046	355,966	12,649,613	8,835,918	3,813,695	30.1
Charleston-Huntington, W.Va. (3)	3,996,049	10,881,074	10,227,367	25,104,490	395,915	22,052,655	14,014,440	8,038,215	36.4
Chattanooga, Tenn. (3)	1,346,599	8,294,980	7,226,137	16,867,716	480,011	14,431,691	10,220,963	4,210,728	29.2
Colorado Springs-Pueblo (3)	842,593	6,961,041	8,492,894	16,296,528	99,644	14,128,674	9,953,306	4,175,368	29.6
Dayton, Ohio (3)	4,285,489	17,222,109	15,841,814	37,349,412	—	31,962,212	21,806,813	10,155,399	31.8
Des Moines, Iowa (3)	2,312,937	9,434,924	9,548,717	21,296,578	—	18,072,341	13,643,099	4,429,242	24.5
Duluth, Minn.-Superior, Wis. (3)	1,302,352	3,975,887	3,263,768	8,542,007	542,137	7,766,202	7,284,814	481,388	6.2
El Paso, Tex. (4)	819,949	6,055,255	9,095,340	15,970,544	327,044	13,436,426	11,710,177	1,726,249	12.8
Evansville, Ind. (3)	1,457,211	5,214,831	8,122,166	14,784,208	210,959	12,818,974	12,132,493	686,535	5.4
Fargo, N.D. (3)	1,172,318	4,177,774	5,231,109	10,581,201	293,691	9,445,448	8,414,829	1,030,619	10.9
Flint-Saginaw-Bay City, Mich. (3)	2,058,587	11,218,228	11,096,096	24,372,911	224,273	20,841,738	13,667,144	7,174,594	34.4
Ft. Myers-Naples, Fla. (3)	1,097,654	5,090,577	7,688,759	13,876,990	377,535	12,400,507	11,919,882	480,625	3.9
Ft. Wayne, Ind. (4)	1,209,706	5,076,739	6,682,504	12,968,949	171,264	11,182,989	10,439,077	743,912	6.7
Fresno-Hanford-Visalia, Calif. [1] (5)	2,281,581	14,911,640	14,065,423	31,258,644	1,411,940	26,186,032	24,446,256	1,739,776	6.6
Green Bay, Wis. (4)	1,576,052	8,344,853	10,341,497	20,262,402	682,620	18,121,474	16,515,718	1,605,756	8.9
Greenville-Spartanburg, S.C.-Asheville, N.C. (4)	2,644,648	20,498,242	12,891,501	36,034,391	1,419,722	30,466,772	17,987,002	12,479,770	40.9
Hartford-New Haven, Conn. (4)	4,226,113	39,689,048	23,747,633	67,662,794	1,556,480	56,661,198	38,948,877	17,712,321	31.3
Houston (5)	4,368,596	122,810,761	72,725,235	199,904,592	1,270,450	168,479,877	64,086,320	104,393,557	62.0
Indianapolis (4)	3,123,297	40,875,737	34,077,721	78,076,755	596,580	65,225,045	42,301,150	22,923,895	35.1
Jacksonville, Fla. (5)	2,894,839	20,916,612	13,541,491	37,352,942	—	32,743,926	22,895,425	9,848,501	30.1
Knoxville, Tenn. (3)	3,310,599	11,311,403	11,724,126	26,346,128	506,837	23,354,081	12,536,364	10,817,717	46.3
La Crosse-Eau Claire, Wis. (3)	992,504	3,677,466	4,352,711	9,022,681	128,227	8,149,134	5,987,547	2,161,587	26.5
Las Vegas (4)	725,249	7,172,845	15,808,624	23,706,718	629,100	21,029,285	23,660,950	(2,631,665)	(12.5)
Lexington, Ky. (3)	1,399,757	9,649,445	5,672,727	16,721,929	217,493	15,088,487	12,483,195	2,605,292	17.3
Louisville, Ky. (4)	3,982,943	16,871,090	18,069,255	38,923,288	980,424	33,864,965	30,322,212	3,542,753	10.5
Macon, Ga. (3)	994,516	3,801,095	3,683,631	8,479,242	—	7,621,194	4,637,546	2,983,648	39.1
Madison, Wis. (3)	1,244,968	6,763,419	8,054,664	16,063,051	421,895	14,115,305	12,865,079	1,250,226	8.9
Miami-Ft. Lauderdale (7) [1]	7,622,566	77,084,888	65,929,397	150,636,851	2,080,165	122,377,603	—	—	—
Milwaukee (5)	3,242,491	32,502,709	30,235,579	65,980,779	1,474,890	56,579,654	44,340,098	12,239,556	21.6
Mobile, Ala.-Pensacola, Fla. (3)	1,697,492	9,794,935	11,101,985	22,594,412	224,014	19,203,967	14 608,645	4,595,322	23.9
Montgomery, Ala. (3)	2,009,274	7,396,819	5,013,286	14,419,379	274,379	12,383,165	7,588,544	4,794,621	38.7
Norfolk-Portsmouth-Newport News-Hampton, Va. (5)	2,426,976	15,184,479	21,272,001	38,883,456	1,250,993	33,653,951	21,290,083	12,363,868	36.7
Oklahoma City (6)	2,975,391	26,525,331	26,909,943	56,410,665	1,277,228	51,808,545	41,246,418	10,562,127	20.4
Omaha (3)	1,973,090	11,884,074	14,580,761	28,437,925	294,585	24,331,768	19,835,935	4,495,833	18.5
Orlando-Daytona Beach, Fla. (4)	2,706,800	30,939,658	21,076,894	54,723,352	1,272,846	45,880,829	29,261,783	16,619,046	36.2
Pittsburgh (4)	4,988,350	59,592,505	34,895,560	99,476,415	3,715,075	83,634,174	61,727,420	21,906,754	26.2
Portland, Ore. (4)	2,579,207	42,003,562	27,196,164	71,778,933	1,318,804	60,282,856	45,618,471	14,664,385	24.3
Providence, R.I.-New Bedford, Mass. (3)	4,150,569	19,190,966	14,536,243	37,877,778	854,412	31,833,764	23,856,008	7,977,756	25.1
Raleigh-Durham, N.C. (4)	3,188,877	21,660,394	12,350,435	37,199,706	1,209,865	31,549,238	22,205,657	9,343,581	29.6
Richmond-Charlottesville, Va. (5)	1,764,145	11,814,800	14,170,496	27,749,441	1,355,271	23,813,658	17,215,204	6,598,454	27.7
Roanoke-Lynchburg, Va. (3)	1,965,576	8,684,567	7,225,924	17,876,067	450,527	15,281,054	10,620,783	4,660,271	30.5
Rochester, N.Y. (4)	1,880,031	14,551,962	14,134,719	30,566,712	393,089	25,771,000	25,290,475	480,525	1.9
Sacramento-Stockton, Calif. (5)	3,276,983	52,332,606	25,956,358	81,565,947	1,342,157	68,294,530	57,700,992	10,593,538	15.5
Salinas-Monterey, Calif. (3)	1,395,089	7,606,452	9,028,436	18,029,977	420,970	15,453,247	12,293,852	3,159,395	20.4
Salt Lake City (4)	1,958,537	25,851,040	24,020,552	51,830,129	—	45,072,766	33,111,874	11,960,892	26.5
San Antonio, Tex. [1] (4)	3,045,376	26,092,522	23,710,810	52,848,708	495,112	43,744,537	21,283,569	22,460,968	51.3
Santa Barbara-Santa Maria-San Luis Obispo, Calif. (3)	796,695	5,052,921	3,820,424	9,670,040	188,298	8,242,304	7,558,453	683,851	8.3
Seattle-Tacoma (5)	4,278,399	70,142,734	42,461,005	116,882,138	2,546,407	98,309,473	69,041,143	29,268,330	29.8
Sioux City, Iowa (3)	1,327,257	3,210,596	4,246,003	8,783,856	—	7,983,717	6,968,329	1,015,388	12.7
Terre Haute, Ind. (3)	2,129,345	3,927,555	3,819,107	9,876,008	308,903	8,992,289	5,244,553	3,747,736	41.7
Tucson, Ariz. (4)	1,046,551	12,341,251	10,255,036	23,642,838	681,802	20,041,171	18,556,149	1,485,022	7.4
Wichita-Hutchinson, Kan. (3)	1,571,550	9,208,169	11,817,836	22,597,555	536,960	20,186,535	16,458,250	3,728,285	18.5
Wilkes Barre-Scranton, Pa. (3)	2,217,639	8,887,912	6,934,282	18,039,833	582,579	15,432,576	13,705,696	1,726,880	11.2

television commercial formats, while Bergin addresses sex in advertising. Other representatives on the panel will address advertising issues in Australia, Canada and Western Europe. The general sessions wind up Saturday afternoon with an address by Paul Harper, AAAA chairman and also chairman of the board and chief executive officer of Needham, Harper & Steers.

Golf and tennis events are scheduled for conference attendees concurrent with the meeting. □

TVB numbers. Advertising on network television in 1983 climbed by 13% over 1982 totaling $7,041,593,300, according to the Television Bureau of Advertising.

Using data supplied by Broadcast Advertisers Reports, TVB said 1983 was marked by a strong fourth quarter in which TV expenditures increased by 17.9% over 1982 to $2,146,173,700.

Fastest growing categories last year included optical services and supplies, up 149% to $6,704,500; freight and industrial development, up 106% to $49,959,200; office equipment, computers and copiers, up 101% to $260,213,000, and investment brokers, up 80% to $46,384,800.

The three top advertisers on network TV in 1983 were Procter & Gamble, with $366,663,100; General Motors Corp., $201,350,400, and the Ford Motor Co., $172,308,100. □

Esmark Inc. figures includes those of Norton Simon, which Esmark acquired in 1983.

	Company	*1982*	*1983*	*% change*
1.	Procter & Gamble	$397,418,000	$366,663,100	- 8
2.	General Motors	164,261,500	201,350,400	+ 23
3.	Ford	128,885,400	172,308,100	+ 34
4.	General Foods	232,349,400	170,064,500	- 27
5.	American Home Products	160,767,200	161,442,200	0
6.	AT&T	95,086,200	146,603,800	+ 54
7.	Sears, Roebuck	102,563,800	145,006,800	+ 41
8.	Johnson & Johnson	121,845,300	131,265,900	+ 8
9.	Philip Morris	110,786,800	128,266,100	+ 16
10.	Bristol Myers	105,600,800	120,974,300	+ 15
11.	Anheuser-Busch	95,676,500	116,661,300	+ 22
12.	Lever Brothers	111,811,700	110,302,600	- 1
13.	General Mills	93,628,500	100,250,300	+ 7
14.	Coca Cola	85,673,100	95,888,700	+ 12
15.	Ralston Purina	82,570,700	94,438,500	+ 14
16.	Esmark Inc.*	86,845,600	88,153,000	+ 2
17.	Dart & Kraft	61,743,600	87,414,800	+ 42
18.	Warner Communications	79,177,200	84,259,800	+ 6
19.	Chrysler Corp.	68,219,500	84,193,700	+ 23
20.	Sterling Drug	66,383,700	82,682,300	+ 25
21.	Nabisco Brands	66,578,800	81,986,500	+ 32
22.	McDonald's	59,875,900	80,930,900	+ 35
23.	Beecham Group PLC	66,725,100	78,806,600	+ 18
24.	Gillette	74,025,400	75,317,900	+ 2
25.	Warner Lambert	80,900,800	74,655,100	- 8

Source: Television Bureau of Advertising from Broadcast Advertisers Reports data.

In Sync

The new NBC network

NBC's satellite distribution system is up and running and, according to the network, all's well. Twenty-two NBC television affiliates in the middle of the country have been fitted with earth stations and have been receiving up to five hours of network programing each day for nearly two months. "It's working very well," said Jack Weir, vice president, broadcast operations, NBC. "It's exceeding our technical expectations."

The head of one of those 22 affiliates readily concurs with Weir. "The difference is discernible to the naked eye," said Charles Whitehurst, vice president and general manager, WSFA-TV Montgomery, Ala. When a satellite feed is shown alongside a conventional terrestrial feed, he said, the former is noticeably superior. "It's a crisper, clearer picture," he said. Satellite distribution, he said, is "the first technological change that really jumps out at my eyes and says, 'I'm better.' " Plus, he said, the system "is probably going to be a lot more reliable."

According to Weir, the network has been delivering the two-hour *Today* show and a three-hour block of afternoon soap operas each weekday to the 22 affiliates. Some time in early May, he said, the stations will be completely weaned from the terrestrial landlines and will receive all their network programing by satellite.

Comsat General is building and operating the satellite network under terms of a long-term contract with NBC. Comsat installed a primary earth station and a back-up earth station at each of the 22 stations. (Most of the primary earth station dishes were eight meters or six meters in diameter, but a couple were 11 meters.) Through its contract with Comsat, NBC is paying for almost everything. All the affiliate has to provide, said Weir, is a level patch of ground and the electricity. Whitehurst said his station spent just $13,000 to accommodate the earth stations and that NBC is going to reimburse it for $5,000.

Encouraged by the results from the first 22, Weir said, Comsat is going ahead with the installation of earth stations at around 150 more affiliates and the network will cut its landlines and go exclusively satellite in early 1985. NBC's remaining affiliates will continue to get their feeds over landlines from nearby satellite-fed affiliates.

NBC's 22 satellite pioneers: WNDU-TV South Bend, Ind.; WTVO Rockford, Ill.; WTMJ-TV Milwaukee; KUTV Salt Lake City; KNOP-TV North Platte, Neb.; KMAR-TV Amarillo, Tex.; KTSM-TV El Paso, Tex.; WALA-TV Mobile, Ala.; KPRC-TV Houston; WMTV Madison, Wis.; WTCN-TV Minneapolis; KHAS-TV Hastings, Neb.; KMTV Omaha, Neb.; WGEM-TV Quincy, Ill.; KPNX-TV Phoenix; KOB-TV Albuquerque, N.M.; KOA-TV Denver; KTAL-TV Shreveport, La.; KCEN-TV Temple, Tex., and KFYR-TV Bismarck, N.D. According to Weir, KTVV Austin, Tex., was to be among the first group of satellite affiliates, but a local zoning ordinance have prevented Comsat from operating an earth station at the designated site.

Just a few hundred million

McDonnell Douglas Corp., the St. Louis-based aerospace company, announced last Monday (Feb. 27) an agreement to purchase Tymshare Inc., Cupertino, Calif., for $307.5 million in cash. McDonnell Douglas will pay $25 for each of Tymshare's 12.3 million outstanding shares. It also has an option to acquire an additional 2.25 million unissued shares at the same price. An earlier purchase agreement was terminated last December.

Tymshare derives most of its revenues, which totalled $288 million last year, from data processing and communications. But to those in broadcasting and cable, it is perhaps best known as the parent of Microband Corp. of America, the nation's leading MDS common carrier, which has announced plans to launch multichannel television or "wireless cable" service in New York, Washington and other major markets later this year. According to Microband Chairman Mark Foster, McDonnell Douglas has investigated and supports Microband's wireless cable ambitions. "They're fully aware and excited about the potential of what we are trying to do," Foster said. He was less sure about how the takeover would affect the Microband's structure or operations.

Tornado watcher

A man standing on a railroad station platform may notice that the sound of a whistle or bell on a rapidly approaching train changes as it passes him—the pitch or frequency of the sound dropping precipitously. The phenomenon, known as the Doppler shift, named after Austrian physicist Christian Doppler who first noted it in 1842, is also evident with light and radio waves and has seen wide application in astronomy and radar technology.

Advanced Designs Corp., Bloomington, Ind., is putting the Doppler shift to work for

CBS returns to top spot

CBS-TV, downed by ABC-TV's Olympics coverage the week before, came charging back to take the prime time ratings for the week ended Feb. 26 by 3.8 rating points over ABC and by 8.3 over NBC. In Nielsen ratings/shares, the score was CBS 21.7/33, ABC 17.9/27 and NBC 13.4/21. CBS's 21.7 was the highest average weekly rating by any network this season.

CBS had eight of the week's top 10 programs, with the second and final episodes of its ***Master of the Game*** three-part mini-series occupying two of the top three positions and with the first TV presentation of the "Star Wars" theatrical blockbuster ranking fifth. (The opener of its ***Master of the Game*** had been shown the week before and had ranked third.) ABC had two of the week's top 10, including the first part of its ***Lace*** mini-series, which at 28.2/39 was tied with the finale of ***Master of the Game*** (28.2/42) for top-rated show of the week.

CBS won Monday, Tuesday, Thursday, Friday and Sunday nights. ABC took Wednesday and Saturday.

Sunday night featured a three-hour shootout, with ***Lace*** on ABC, "Star Wars" on CBS and a repeat of the movie "Urban Cowboy" on NBC going head-to-head from 8 p.m. to 11 p.m. NYT. ***Lace*** won with its 28.2/39 over "Star Wars'" 25.1/35 and "Urban Cowboy's" 10.5/15. But CBS took the night, thanks to ***60 Minutes***' 24.3/37 leading into "Star Wars" while ABC's ***Ripley's Believe It or Not*** was doing a 14.0/21 and NBC's ***First Camera*** a 5.1/8.

The second and final installments of CBS's ***Master of the Game*** dominated Monday and Tuesday nights, with scores of 27.7/40 and 28.2/42, respectively. The ABC Monday night movie, "Superman II," placed second for the night at 18.2/27, and NBC came in third when its two-hour ***Super Night Rock 'n' Roll*** special managed only a 12.4/18. On Tuesday night, NBC's regular lineup, led by ***A-Team***, was a runner-up to ***Master of the Game***, and ABC came in third.

On Wednesday night, after President Reagan's news conference at 8-8:30 p.m. NYT, ABC took the evening with its regular lineup, followed by NBC with its regular lineup and, in last place, CBS, with "Taps," which managed only an 11.3/18.

The regular CBS lineups took Thursday and Friday, with NBC second on Thursday and ABC second on Friday. On Saturday, CBS threw in a special movie presentation, Burt Reynolds in "Sharkey's Machine," at 9 p.m.-11 p.m. but it wasn't enough (15.5/28) to head off ABC's ***Love Boat*** (19.3/32) and ***Fantasy Island*** (16.1/29).

The week, the 22d of the 1983-84 season, brought prime time season-to-date averages to 18.2/28 for CBS, 17.3/27 for ABC and 15.2/24 for NBC.

Rank	Show	Network	Rating/Share
1.	Master of the Game, part 3	CBS	28.2/42
1.	Lace, part 1	ABC	28.2/39
3.	Master of the Game, part 2	CBS	27.7/40
4.	Dallas	CBS	26.1/40
5.	"Star Wars"	CBS	25.1/35
6.	60 Minutes	CBS	24.3/37
7.	Simon & Simon	CBS	23.9/36
8.	Dynasty	ABC	23.8/36
9.	Falcon Crest	CBS	21.7/35
9.	Magnum, P.I.	CBS	21.7/33
11.	A Team	NBC	21.5/31
12.	Fall Guy	ABC	19.9/30
13.	Knots Landing	CBS	19.8/33
14.	Hotel	ABC	19.4/36
15.	Love Boat	ABC	19.3/32
16.	Webster	ABC	19.2/31
17.	"Superman II"	ABC	18.2/27
18.	Benson	ABC	18.0/30
19.	TV's Bloopers etc.	NBC	17.9/25
20.	20/20	ABC	17.4/29
21.	Diff'rent Strokes	NBC	17.2/29
21.	Cheers	NBC	17.2/26
23.	Facts of Life	NBC	16.4/25
24.	Fantasy Island	ABC	16.1/29
25.	T.J. Hooker	ABC	16.0/27
26.	Dukes of Hazzard	CBS	15.9/26
27.	TV Censored Bloopers	NBC	15.7/26
27.	Gimme A Break	NBC	15.7/24
29.	"Sharkey's Machine"	CBS	15.5/28
30.	Dean Martin special	NBC	15.1/25
30.	Riptide	NBC	15.1/22
32.	Three's Company	ABC	14.8/21
33.	Family Ties	NBC	14.6/22
33.	Real People	NBC	14.6/22
35.	Life's Most Embarrassing Moments	ABC	14.5/22
36.	Matt Houston	ABC	14.3/23
37.	Night Court	NBC	14.0/22
38.	Ripley's Believe It or Not	ABC	14.0/21
39.	Blue Thunder	ABC	13.8/21
40.	Buffalo Bill	NBC	13.4/21
41.	Oh Madeline	ABC	13.2/19
42.	St. Elsewhere	NBC	13.0/24
43.	Foulups, Bleeps	ABC	12.8/18
44.	Remington Steele	NBC	12.7/21
45.	Dom DeLuise & Friends	ABC	12.5/19
46.	Super Night Rock 'n' Roll	NBC	12.4/18
47.	Mama's Family	NBC	12.2/20
48.	We Got It Made	NBC	11.7/19
49.	Hart to Hart	ABC	11.4/18
50.	"Taps"	CBS	11.3/18
51.	"Blue Lagoon"	NBC	11.0/18
52.	Yellow Rose	NBC	10.5/19
53.	"Urban Cowboy"	NBC	10.5/15
53.	Ripley's Believe It special	ABC	10.5/15
55.	Whiz Kids	CBS	10.1/17
56.	First Camera	NBC	5.1/8

half-hour situation comedy that follows a group of southern California students during the summer months. Reo is executive producer and Harry Winer directs.

■ *Used Cars*, from Columbia Pictures Television, is a half-hour comedy pilot that spins off from Columbia's theatrical film of the same name. Cast includes Hoyt Axton, Deborah Harmon, Frank McCray, Clayton Landley and Fred McCarren.

■ *Otherworld* is a one-hour drama from Universal Television, with Philip DeGuere executive producer, dealing with a typical American family that finds itself in ancient Egypt. The pilot is being shot in Utah. Alex Beaton and Roderick Taylor are producing.

■ *Dreams* is a half-hour sitcom from Centerpoint Productions in association with Guber-Peter Productions. The plot centers on five blue collar workers who form a rock band, which performs at night. Peter Guber and John Peters are executive producers.

According to CBS, two or three additional pilots may be announced later.

ABC's magic number is 30

ABC Entertainment's pilot production roster is made up of about 30 titles, evenly divided between comedy and drama. Confirmed pilots are:

■ *Glitter*, a comedy from Aaron Spelling Productions guided by *Love Boat* producers Ben Joelson and Art Baer.

■ *Jessie*, a drama from MGM/UA Television starring Lindsay Wagner.

■ *Marcus Welby Revisited*, bringing together the cast of the long-running *Marcus Welby, M.D.* From Universal with Martin Starger as executive producer.

■ *COBRA*, a drama from Orion Television with Jerry Golod as executive producer.

■ *Fraud Broads*, a comedy from Green-Epstein Productions and Universal Television.

■ *Me and Mom*, a drama from Viacom Productions starring Bruce Jenner and James Earl Jones.

■ *The Dark Horse*, a drama from Green-Epstein Productions.

■ *Nighthawk*, a drama from Universal overseen by Robert Wolterstorff and Paul Belous.

■ *Honolulu Run*, a drama from Universal's Jim Parriott.

■ *Midas Valley*, a drama from Warner Brothers Television with Edward Feldman and Clyde Phillips as executive producers.

■ *Air Force*, a drama from Tisch-Avnot Productions in association with Paramount Television.

■ *Command Fire*, a drama from Paramount executives Tony Ford and Tony Spinner.

■ *Long Time Gone*, a drama from ABC's in-house production company, Circle Films. Executive producer is Glen Caron and it stars Paul LeMat.

■ *Paper Dolls*, a drama from Leonard Goldberg Productions in association with MGM/UA.

■ *Velvet*, a drama starring Polly Bergen from Aaron Spelling Productions.

■ *Goldie and the Three Bears*, a comedy from Warner Bros. with Dean Hargrove as executive producer.

■ *Earthlings*, a comedy from Warner Bros. with Reinhold Wegee as executive producer.

■ *Who's the Boss?*, a comedy from Embassy Television.

■ *100 Centre Street*, a comedy from MTM Enterprises.

■ *Old Friends*, a comedy from Paramount.

■ *Just Married*, a comedy from Witt-Thomas Productions.

■ *Mr. Mom*, based on last summer's theatrical film, is an Aaron Spelling production in association with Sherwood Productions and 20th Century-Fox.

■ *Real Life*, a comedy from Witt-Thomas-Harris Productions.

■ *Staff of Life*, a comedy from Jefferson/Sultan Productions.

■ *Never Again*, a comedy from Universal Television.

■ *Off the Rack*, a comedy from Warner Bros. starring Eileen Brennan and Ed Asner. ☐

York-based investment firm. Filed Feb. 17.

■ WPAL(AM) Charleston, S.C. (730 khz, 1 kw-D)—Seeks transfer of control of WPAL Radio Inc. from John Pembroke (42.5% before; none after) to William Saunder (15% before; 57.5% after). Consideration, which also involves stock in another corporation, is $51,000 cash and $149,000 note. Other 42.5% is owned by D. Ward Wilson. Seller also owns WJQS(AM) Jackson, Miss. Buyer, along with Wilson, is applicant for new FM at North Charleston, S.C. Filed Feb. 17.

■ CP for AM (BP 830224AE) Powell, Tenn.—Seeks assignment of permit from Bless Your Heart Inc. to Huckaba Broadcasting for reimbursement of costs not to exceed $20,000, and 30-month consulting agreement for $30,000. Seller is owned by John T. Rutledge, who is also applicant for new AM at Pleasure Park Ridge, Ky., and who owns 80% of applicant for new FM at Hyannis, Mass. Buyer is equally owned by Richard C. Huckaba Jr. and wife, Kate. Neither have other broadcast interests. Filed Feb. 21.

■ KIXK-FM Denton, Tex. (Dallas) (106.1 mhz, 100 kw horiz., 43 kw vert., HAAT: 480 ft.)—Seeks assignment of license from KIX Radio Inc. to ABC Inc. for $9 million cash, including $3-million noncompete agreement. Sale is contingent on grant of CP to change antenna and transmitter location, and make "other changes in station's facilities." Seller is subsidiary of Hicks Communications Inc., majority owned by R. Steven Hicks. It bought station three years ago for $4.6 million ("Changing Hands," Dec. 8, 1983). It also owns KAYI(FM) Muskogee (Tulsa), Okla., and KNOW(AM) Austin, KLVI(AM) Beaumont, KLAR(AM) Laredo, KYKR-FM Port Arthur and KEYI(FM) San Marcos (Austin), all Texas. Buyer is one of three major network companies. President of ABC Radio Division is Ben Hoberman. ABC recently sold KGO-FM San Francisco for $5.5 million ("Changing Hands," Oct. 3, 1983) and also owns six AM's, six FM's and five TV's. Filed Feb. 15.

■ KSVC(AM)-KKWZ(FM) Richfield, Utah (980 khz, 5 kw-D; FM: 93.7 mhz, 27.5 kw, HAAT: 283 ft.)—Seeks transfer of control of Sevier Valley Broadcasting Co. from Brent T. Larson (90% before; none after) to Kent L. Coby (10% before; 100% after) for $475,000, comprising $20,000 cash, $255,000 note and assumption of approximately $200,000 in liabilities. Stations were previously bought for $235,000 ("Changing Hands," Sept. 29, 1980). Seller also is owner of KBUH-AM-FM Brigham City, Utah, and 51% owner of KCKO(AM) Spokane, Wash., and KSIT(FM) Rock Springs, Wyo. Buyer is stations' general manager and has no other broadcast interests. Filed Feb. 17.

■ KHQN-AM Spanish Fork, Utah (1480 khz, 1 kw-D)—Seeks assignment of license from SACE Broadcasting Corp. to Dora C. Schoenfeld for $232,500. Seller is owned by Christopher Warden, who bought station for $225,000 ("Changing Hands," Aug. 9, 1982). He has no other broadcast interests. Buyer is owned by Dora C. Schoenfeld, and her husband, Wayne A. They own Dodge dealership in Salt Lake City and dairy farm and have no other broadcast interests. Filed Feb. 13.

■ KTRW-FM East Wenatchee, Wash. (97.7 mhz, 3 kw, HAAT: 150 ft.)—Seeks assignment from Read Broadcasting System to Challenger Broadcasting Corp. for $250,000 cash. Seller is owned by Thomas W. Read, former board member of National Association of Broadcasters and currently member of FCC/Industry Advisory Committee on Radio Broadcasting. Read also owns KTBI(AM)-KTRJ(FM) Ephrata, Wash., and low-power TV at Wenatchee. Buyer is owned by William F. Baldwin, president, and Seattle attorney, and Gerald B. Dennon, Bellevue, Wash.-based investment banker. Neither has other broadcast interests. Filed Feb. 17.

Actions

■ KATY(AM) San Luis Obispo, Calif. (1340 khz, 1 kw-D)—Granted assignment of license from Robert F. Brown, receiver, to Wischnia Communications Corp. for $300,000 cash. Seller took over from Riverside Broadcasting Co., licensee of station from 1977-1980. Riverside had sold station three years ago for $750,000 to Coastal Broadcasting ("For the Record," April 20, 1981), but was given station back by court after Coastal filed for bankruptcy under chapter seven. Coast, owned by Frederick Herdt Jr., has no other broadcast interests. Buyer is owned by Jay W. Stream, businessman with interests that include construction, banking and Arabian horse farm (51%), Abraham W. Wischnia (30%) and Raymond D. Gennette (19%). None have other broadcast interests. Filed Jan. 3. Granted Feb. 17.

■ KLGT(FM) Breckenridge, Colo. (102.3 mhz, 3 kw, HAAT: 230 ft.)—Granted assignment of license from Summit Communications to Summit Broadcasting for $850,000, including $126,250 noncompete agreement. Seller is owned by Alfred C. Sikes; his wife, Martha H., and J. Neal Ethridge and his wife, Betty. Alfred Sikes and J. Neal Ethridge also have interests in KRMS(AM)-KYLC(FM) Osage Beach, KJAS(AM) Jackson and KJAQ(FM) Gordonville, all Missouri. With their wives, they are 40% owners of KGBX(AM) Springfield, Mo. Buyer is 60% owned by Ronald L. Fowler, San Diego-based beer distributor with no other broadcast interests. Other owners are L. Robert Payne and J. Allan Johnson (20% each). Action Feb. 21.

■ WAPR(AM) Avon Park, Fla. (1390 khz, 1 kw-D)—Granted transfer of control of Florida Outdoor Inc. from Elden R. Lindsey (51% before; none after) to Charles C. Castle (49% before; 50% after) and William A. Stokes (none before; 50% after) for $100,000. Seller said station experienced "disastrous fire" last March. Buyers also own WOKC (AM)-WLMC(FM) Okeechobee, Fla. Action Feb. 9.

■ WKKO(AM) Cocoa, Fla. (860 khz, 1 kw-D)—Granted assignment of license from EMCOM Associates Ltd. to Dickson/Fry Broadcast Group Inc. for $525,000, comprising $165,000 cash and $360,000 note. Seller is majority owned by Howard W. (Bill) Maschmeier and his wife, Jane S. They have no other broadcast interests. Buyer is owned by Alan A. Dickson (90%) and Michael L. Fry (10%). Filed Jan. 3. Action Feb. 15.

■ WFTL(AM) Fort Lauderdale, Fla. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from WFTL Broadcasting Co. Inc. to Channel Communications Inc. for $1,520,000. Seller is headed by Joseph C. Amaturo, president. It is also selling WWJF(FM) Fort Lauderdale ("Changing Hands," Oct. 24, 1983). Buyer is being organized Mark Witkin and Arnold Bloom, Boston attorneys, who will seek additional investors. Witkin is one of hosts of *Sports Huddle* show on WHDH(AM) Boston. Witkin and Bloom also have interest in WKBR(AM) Manchester, N.H. Action Feb. 8.

■ WWJF(FM) Fort Lauderdale, Fla. (106.7 mhz, 100 kw, HAAT: 900 ft.)—Action assignment of license from WFTL Broadcasting Co. to The Tremont Group for $4.35 million, including $4.18 million note. Seller is headed by buyer, Joseph C. Amaturo, president and holder of approximately 35% of its stock. Other 65% is held by 17 stockholders, none with more than 10% individually held. It is also sold co-located WFTL(AM) ("For the Record," Jan. 2). Buyer is also president of Amaturo Group, which owns KBGT(TV) Albion (Lincoln), KWNB-TV Hayes Center, KHGI-TV Kearney and KSNB-TV Superior, all Nebraska; KMJQ-FM Houston, KMJM-FM St. Louis and WDRQ-FM Detroit. Action Feb. 21.

■ KXTC(AM) Nampa and KQZQ(FM) Caldwell (Nampa), both Idaho (1340 khz, 1 kw-D, 250 w-N; FM: 103.1 mhz with 3 kw)—Granted assignment of license from Hayes Broadcasting Co. to Boise Area Radio Stations Inc. for $485,000, including $325,000 in notes, and equipment lease. Seller is owned by John T. Hays, who bought stations two years ago for $525,000 ("For the Record," May 4, 1981). He also owns KAYT(AM)-KNAQ(FM) Rupert, Idaho. Buyer is owned by Ralph J. Carson and family, and Alan D. Hague. They also own KRSP-AM-FM Salt Lake City; KRJC(FM) Elko, Nev., and KSMK-FM Cottonwood, Ariz. Action Feb. 7.

Summary of broadcasting
as of January 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,736	163	4,899
Commercial FM	3,540	415	3,955
Educational FM	1,131	176	1,307
Total Radio	9,407	754	10,161
FM translators	762	431	1,193
Commercial VHF TV	535	22	557
Commercial UHF TV	334	222	556
Educational VHF TV	110	4	114
Educational UHF TV	173	25	198
Total TV	1,152	273	1,425
VHF LPTV	190	76	266
UHF LPTV	72	105	177
Total LPTV	262	181	443
VHF translators	2,865	188	3,053
UHF translators	1,889	213	2,202
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WJBM-AM-FM Jerseyville, Ill. (1480 khz, 500 w-D; FM: 104.1 mhz, 50 kw, 380 ft.)—Granted assignment of license from Tri-County Broadcasting Co. to Jerseyville Broadcasting Inc. for $1 million cash. Sale is contingent on FCC approval of application to move FM transmitter and tower. Seller is majority owned by Janet A. Gorecki. Neither she nor other owners have other broadcast interests. Buyer is equally owned by Saul Rosenzweig and family, and Bernard Koteen and his wife, Shirley. Rosenzweig is former vice-president of KPLR-TV St. Louis and president of Figgie Communications Inc., subsidiary of Figgie Holdings Inc., publicly owned manufacturer, which last year sold WLIX-TV Onondaga, Mich., for $20.5 million ("Changing Hands," April 8, 1983), and is assignee, subject to FCC approval, of WFWY-TV(CP) Syracuse, N.Y. (see below). Bernard Koteen is Washington communications attorney. Shirley Koteen is art consultant. Action Feb. 14.

■ WKSY(FM) Columbia City (Fort Wayne), Ind. (106.3 mhz, 3 kw, 300 ft.)—Granted assignment of license from Indiana Broadcast Associates to Kramer Communications Inc. for $435,000 cash and completion of $54,000 real estate note. Seller is owned by Arnold Malkan and family. They also own WYMJ(FM) Beaver Creek (Dayton), Ohio; KEYS(AM) and majority of KZFM(FM), both Corpus Christi, Tex. Buyer is owned by Rudy J. Kramer, station's general manager (51%), and John C. Seyfert, Fort Wayne, Ind., businessman (49%). Neither have other broadcast interests. Action Feb. 21.

■ KLBA(AM) Albia, Iowa (1370 khz, 500 W-D)—Granted assignment of license from Albia Broadcasting Inc. to H&H Broadcasting Corp. for $75,000, including seven-year noncompete agreement. Seller is owned by Gerald H. Estel (50%), V. Jean Rosenboom and Marvin Rosenboom (25% each). Buyer is owned by John Raymond Hallstrom (27.5%); his wife, Louis G. (20%); their daughter, Janet (5%); Lewis A. Hale (27.5%), and his wife, Betty L. (20%). John Hallstrom is also 14% owner of KSMX(FM) Ft. Dodge, Iowa. Action Feb. 14.

■ WTJM(FM) Pineville, Ky. (106.3 mhz, 780 kw, HAAT: 750 ft.)—Granted assignment of license from John O. McPherson to Pine Hills Broadcasting Inc. for $300,000, including $225,000 note. Seller has no other broadcast interests. Buyer is equally owned by W.R. (Bud) Carrigan and wife, Janis M.; and Donald Yoakum and his wife, Ruth. W.R. Carrigan is manager of WTJM, and Janice Carrigan is station's traffic manager. Donald Yoakum is Middlesboro, Ky., furniture store manager, and Ruth Yoakum is employed at Middlesboro hospital. W.R. Carrigan also is 33% owner of WBCY(AM) Bristol, Tenn. Action Feb. 22.

■ WWKY(AM) Winchester, Ky. (1380 khz, 1 kw-D)—Granted transfer of control of WWKY Inc. from Wilda Horton and family (100% before; none after) to Bayard Harding Walters (none before; 100% after) for $125,409 plus assumption of approximately $91,000 debt. Seller has no other broadcast interests. Buyer also owns co-located WFMI(FM) and WKCM(AM) Hawesville, Ky. Action Feb. 17.

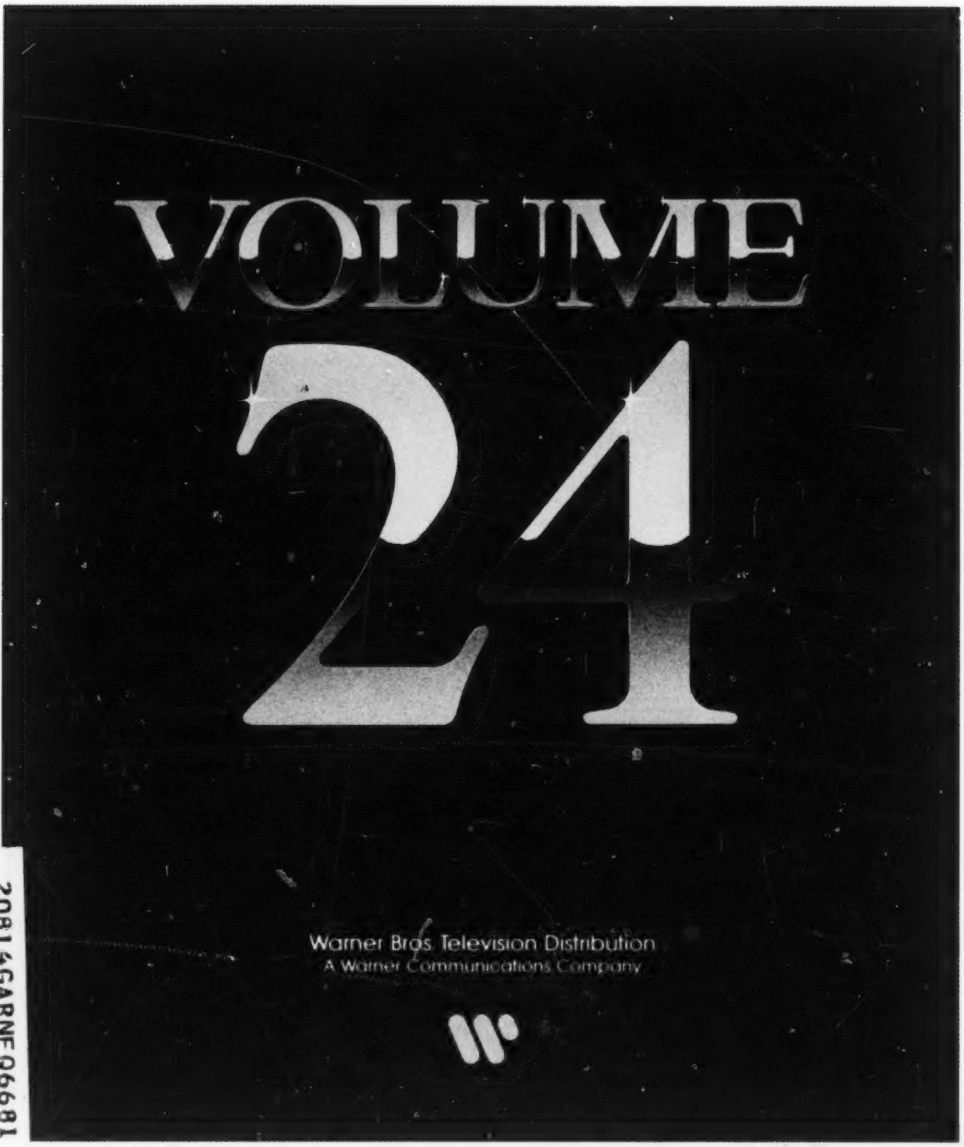
■ WQCK(FM) Clinton, La. (92.7 mhz, 3 kw, HAAT: 300 ft.)—Granted transfer of control of Bayou State Broadcasting Co. from Dan R. Boyce and Ralph D. Boyce (80% before; none after) to Carver L. Henry (none before; 80% after) for $350,000, including $270,000 in notes. Bayou State acquired station in last year for $190,220 ("For the Record," May 9, 1983). Sellers are father and son, Brandon, Miss., businessmen with no other broadcast interests. Other 20% will remain with John K. Wilson, station's general manager. Buyer is Houston attorney who also has minor interest in applicant for new TV at Houston. Action Feb. 16.

■ WSTR-AM-FM Sturgis, Mich. (1230 khz, 1 kw-D, 250 w-N; FM: 93.3 mhz, 1.4 kw, HAAT: 390 ft.)—Granted assignment of license from Water Wonderland Broadcasting Co. to Communications & Cablevision for $300,000. Seller is group of 12 investors headed by Roy C. Engelhardt, president, and S. Franklin Horowitz, vice president. Horowitz also has 27% interest in WCEN-AM-FM Mount Pleasant, Mich. It is also selling its 80% interest in cable TV systems in Sturgis and Fawn River, Mich., to same buyer for $1.6 million. Buyer is subsidiary of Michigan Energy Resources Co., public-utility holding company, headed by Paul Schreur, president. It owns 4,800-subscriber cable system in Frenchtown, Mich. Action Feb. 7.

■ WDDT(AM) Greenville, Miss. (900 khz, 1 kw-D)—Granted transfer of control of Clearwater Broadcasting from John T. Gibson Sr. and Betty W. Carter (50% each before; none after) to Don Manuel (none before; 100% after) for sum equal to four times company's assets as of April 30, 1983. Sellers have no other broadcast interests. Buyer has no other

The Fifth Estate

Broadcasting Mar 12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Networks pull out the stops for Super Tuesday
Anatomy of Metromedia's leveraged buyout

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A VOTE FOR 24-HOUR VOTE □ Group W TV executive calls for national voting day. **PAGE 70.**

LOCALISM KEY □ NBC's Al Jerome says improvement in local news will set local broadcasters apart in complex media future. **PAGE 70.**

TIME SHIFTS □ Levin named executive vice president, Time, responsible for strategy and planning; Nicholas named executive vice president responsible for video unit. **PAGE 76.**

INDEPENDENT SPIRIT □ Crawford Rice, executive vice president of Gaylord Broadcasting, has made his name in the Fifth Estate by taking care of the business of broadcasting. **PAGE 107.**

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Business Briefly

RADIO ONLY

Wine World Inc. □ Various wine products will be advertised in flights in three markets, beginning March 19 or March 26, for four weeks. Commercials will be carried in all dayparts on weekdays and weekends. Target: adults, 25-44. Agency: Allen & Dorward, San Francisco.

Toyota Motor Sales □ Flights will begin on March 19 and April 14 for one week each in Dallas and Houston. Commercials will be carried in all dayparts. Target: men, 18-34. Agency: Dancer Fitzgerald Sample, New York.

Farmers Insurance Co. □ Campaign for various types of insurance will begin in April for 15 to 20 weeks in about 95 markets, including Indianapolis, Salt Lake City and San Jose, Calif. Spots will be scheduled in all dayparts on weekdays and weekends. Target: adults, 25-54. Agency: Foote, Cone & Belding, Los Angeles.

United Grocers □ Sweepstakes for Bonnie Hubbard products will be advertised in 13 California markets, starting on April 23 for four weeks. Commercials will be scheduled in all dayparts on weekends and weekdays. Target: women, 18-49. Agency: Allen & Dorward, San Francisco.

TV ONLY

King Edward Cigar □ Campaign of three-week flights on and two weeks off will begin this week and continue through April in 14 markets. Commercials will be scheduled in news and sports programing. Target: men, 25-49. Agency: Morgan & Associates, Richmond, Va.

Ciba Vision Care □ Division of Ciba Geigy, which has been testing commercials for its soft contact lenses in Atlanta, Miami and Washington, is expanding its list in launching three-week flight in 15 additional markets beginning April 16. Spots will air in various dayparts. Target: women, 18-34. Agency: Bowes/Hanlon Advertising, New York.

American Cyanamid □ Campaign for pesticide product will be launched in early April for nine weeks in more than 20 markets. Spots will be placed in early and late fringe and news programs. Target: adults, 25-54. Agency: Tucker Wayne & Co., Atlanta.

Ex-Lax □ Campaign for laxative will begin in early April in 25 to 30 markets for four to five weeks. Commercials will be positioned in early fringe. Target: women, 35-plus. Agency: Ogilvy & Mather, New York.

MCI Telecommunications □ Campaign featuring Merv Griffin as spokesperson, which began last week in 90 markets, will add more markets this week bringing number to 100. Flight will air until the end of April in day time, early fringe and early news. Target: women, 25-54.

AdVantage

January sales. National spot radio billings for January climbed 2% to $39,953,400, according to data released by Larchmont, N.Y.-based Radio Expenditures Reports Inc. Nine out of top 10 markets, however, have dropped off in spot business with Detroit registering most significant decline—down 19.3%. Only top market showing increase was Dallas-Fort Worth, which rose 4.8%. Chart below highlights spot radio business expenditures for January with distribution of dollars broken down by market size.

January Spot Radio Business Expenditures

	1983	1984	1984 vs 1983 % change
Total	39,173,600	39,953,400	+2.0
Market			
1-10	16,514,200	15,154,400	−8.2%
11-25	8,084,200	8,249,100	+2.0%
26-50	5,463,200	6,001,500	+9.9%
51+	9,112,000	10,548,400	+15.8%

Percentage distribution
National Spot Dollars
Markets 1-50

Market	*Percentage*
1-10	51.5%
11-25	28.1%
26-50	20.4%

□

ACT comments. Action for Children's Television has submitted comments to Federal Trade Commission in response to petition of Mattel and Ogilvy & Mather to reopen 1971 FTC orders pertaining to misleading video techniques and disclosure statements (BROADCASTING, Feb. 13). In its statement ACT disputed Mattel's claims that changed circumstances warranted modification and elimination of consent order provisions, calling claims "unsubstantiated and apparently misleading." Specifically, ACT said that alternative proposal by Mattel to use "diagnostic discrepancy test" procedures to determine whether particular special effect used in commercial causes confusion for children, is "so vague that public consideration and comment is virtually impossible."

□

New York, New York. Young & Rubicam has prepared 52-page booklet, *The New York Market*, which concludes city will continue to be largest and most influential market in U.S. for some time. Prepared by Y&R Media Research, presentation covers media habits, demography, economics, product usage and leisure pursuits found within nation's largest market. Its section on media shows that television usage parallels U.S. average, but deviates in daypart usage, with New Yorkers tuned to TV less during daytime and afternoons and more during late news and late fringe. Y&R says radio usage is "somewhat heavier" than national norm, with every major format represented. Except for Manhattan, city is largely unwired for cable, report notes.

□

Down the block. Tatham-Laird & Kudner Advertising, Chicago, will move its offices to new building, One Magnificent Mile, in November. TLK's plans to move eight blocks on Michigan Avenue's Magnificent Mile were announced in culmination of year-long search for larger space. TLK will occupy five floors, vacating its current 625 North Michigan Avenue location of 13 years.

RCA puts up walled defense against takeover bids

Company asks shareholders to approve shelters against tender offers

RCA Corp. has asked its shareholders to approve two corporate bylaw amendments designed to deter any unsolicited tender offers for the communicators and broadcasting company. The proposed amendments, which were included in the proxy statement sent to shareholders earlier this month, emerged after RCA was rumored to be a possible target of at least two unfriendly bids—first from Michigan-based Bendix Corp. and later from Minneapolis investor Irwin Jacobs.

The first amendment proposed by RCA's board of directors provides for staggered terms for board members by dividing the board into three classes and having each class serve three-year terms. The second calls for all mergers to be approved by 80% of the shareholders unless certain "fair pricing" and other requirements are met or the merger is approved by a majority of directors not connected with the merger-seeking company.

"The board has observed with concern that various tactics which it perceives to be disruptive and inequitable to shareholders have become relatively common in corporate takeover practice," the proxy statement said. The practices cited by the proxy statement include "accumulation of substantial stock" prior to waging a proxy fight in an attempt to force a company into a merger, sometimes forcing the company to buy back the accumulated shares at an inflated price.

The measures are also designed to prevent "two-tier pricing," which occurs when a company makes a bid for a major block of stock at one price and then buys the remainder at substantially less than what was paid for the original block.

By staggering the terms of the directors, the statement said, at least two shareholder meetings would be required to make a change in control of the board.

The "fair-pricing" measure assures that any multiple-step bids made for RCA will be equitable to all shareholders. Otherwise, any merger would require approval by 80% of the shareholders or a majority of the directors who are not affiliated with the acquiring company.

In the RCA annual report sent along with the proxy statement, RCA said its NBC subsidiary had revenues in 1983 of $2.09 billion, 17% higher than 1982 and the first $2 billion year for that network. Operating (pretax) income from broadcasting increased 45% to $156.2 million. RCA said all of NBC's operating units recorded profits in 1983. NBC accounted for 23.3% of RCA's total 1983 revenues of $8,977,300,000 and 21% of the company's $745 million in operating income. This is slightly above the 22.2% of RCA's total revenues NBC accounted for in 1982, and substantially higher than the 15.3% in operating income it contributed in 1982.

One area that is still underperforming, however, is videodisk sales. Although videodisk sales increased in 1983, RCA said, losses increased as well—to $99.6 million.

Another problem area is the commercial products and services area within RCA's electronics division. In that line of business, sales decreased 4% in 1983 to $1,139,500,000 from $1,189,000,000 in 1982. The segment also reported a loss of $16.5 million compared to an operating profit of $29.1 million in 1982. The losses were particularly felt in the broadcast systems division, which recorded a loss of $74.3 million compared with a loss of $24.3 million in 1982 as a result of a $42 million inventory write-down and restructuring costs totaling about $9 million.

According to the proxy, Thornton F. Bradshaw, RCA chairman, earned $638,500 in 1983 plus $375,000 in incentive awards to be paid out equally in 1984 and 1985. Bradshaw's 1983 salary included $188,500 paid last July. His annual base salary was increased from $450,000 to $500,000, effective last Feb. 1. Bradshaw's agreement also calls for annual bonus payments of not less than $300,000, plus an amount equal to 6,500 multiplied by $29 or the closing price of RCA common stock on the June 30 preceding the date of payment.

Robert R. Frederick, president, earned $400,000 plus a $250,000 incentive bonus to be paid in equal installments in 1984 and 1985. Other top earners at RCA included Richard W. Miller, executive vice president ($317,500), Frank A. Olson, executive vice president ($360,000) and Roy H. Pollack, executive vice president ($341,667). ☐

Business year in review: mixed action in bottom line

Revenues and profits at broadcasting companies had a respectable year in 1983, although the record—now that most of the major publicly-traded companies have handed in their report cards—is not without some bumpy spots. Among the top 12 publicly traded companies in BROADCASTING's weekly "Stock Index" (see page 62), which derive their principal revenues and earnings from broadcasting, total 1983 revenues were up 12.5% over 1982 to $19.4 billion. After-tax profits for the group, however, slipped 12.5%—from $1,060,031,109 in 1982 to $927,822,826 in 1983.

However, the after-tax profit total comparisons are abnormally affected by one company, Metromedia, which had $222 million in nonrecurring gains in its 1982 bottom line, principally from the sale of the assets of its Foster & Kleiser outdoor advertising unit. Excluding the 1982 Foster & Kleiser deal, after-tax profit total for the 12 actually rose 26% in 1983 over 1982.

In 10 of those 12 companies, which are

Company	*Total revenues*			*After-tax net income*			*Earnings per share*			*Broadcasting revenues*			*Pre-tax broadcast operating income*		
	1983	1982	*% change*	1983	1982	*% change*	1983	1982	*% change*	1983	1982	*% change*	1983	1982	*% change*
ABC	$2,948,849	$2,664,528	10.6	$159,834	$160,027	−0.2	5.45	5.54	−1.7%	$2,614,274	$2,341,860	11.6	$365,305	$313,747	16.4
Cap Cities	762,295	653,580	14.9	114,704	96,317	19.0	8.53	7.25	17.6	235,754	220,996	6.7	122,645	116,228	5.5
CBS	4,540,000	4,120,000	10.0	187,200	110,800	69.0	6.31	3.95	60	2,389	2.165	10.3	291,500	270,800	7.6
Cox	614,623	514,746	19.4	77,950	65,421	19.1	2.75	2.31	19.0	231,457	216,085	7.0	87,125	76,029	14.6
Gross Telecast	13,932	13,610	0.8	3,351	3,278	2.2	4.21	4.11	2.4	-------	-------	-------	-------	-------	-------
LIN	107,333	88,420	21.3	23,528	20,121	17.0	0.34	0.30	13.3	***	***	***	***	***	***
Metromedia	532,759	407,074	31.0	102,179	309,153	−77.0	3.45	8.31	−58.5	371,558	324,253	14.6	109,312	108,987	0.2
RCA	8,977,300,000	8,016,000,000	12.0	240,800,000	222,600,000	8	2.06	2.00	0.3	2,094,000,000	1,786,500,000	17.2	156,200,000	107,900,000	44.7
Scripps-Howard	100,631	95,645	14.6	17,558	19,470	−9.9	1.70	1.89	−10.0	***	***	***	***	***	
Storer	458,871	379,302	30.0	39,673	9,198		−2.42	.56	−432.0	167,778	156,64[illegible]	7.1	53,209	51,126	5.0
Taft	387,487	324,861	19.2	33,197	34,042	−2.5	.79	.73	0.8	136,526	110,341	23.7	48,484	41,592	16.6
United TV	56,136	43,160	30.0	7,294	9,604	−24.0	.63	.80	−21.3	-------[1]	-------	-------	-------	-------	-------

*** Company does not break out broadcasting from other interests.

[1] Company is station group owner and has no other interests.

either pure broadcasting companies or where broadcasting revenues and operating profits are broken out exclusive of cable, publishing or other interests, total 1983 pre-tax broadcasting income rose nearly 12.4% over 1982 to $1,244,425,826. Those 10 companies each experienced an average growth of 12.9% in their broadcasting revenues and an 8.7% rise in broadcasting operating income over 1982 levels.

The publicly traded companies included in the above totals are ABC, Capital Cities, CBS, Cox, Gross Telecasting, LIN, Metromedia, RCA (NBC), Scripps-Howard, Storer, Taft and United Television. Four companies—group owners Gulf Broadcasting, Malrite Communications, Price Communications and Sungroup Inc.—are not in the tally because they have not yet reported financial results for the year. In addition, the totals exclude multimedia companies that are dominant in media businesses outside broadcasting, such as cable television and publishing, and companies whose broadcasting interests are not a major contributor to the bottom line.

Finally, LIN Broadcasting and Scripps-Howard Broadcasting are excluded from the pre-tax year-to-year comparisons because they do not break out their cable television and broadcasting revenues and operating profits. However, Scripps-Howard will begin to do so with its next annual report to comply with SEC regulations now that cable television has become a significant part of its business.

Among the 12 companies included in the total, six posted earnings gains in 1983, while six recorded declines. Those that advanced were Capital Cities, CBS, Cox, LIN and Gross Telecasting and RCA. Retreating were ABC, Metromedia, Scripps-Howard, Storer, Taft and United Television.

But in all the retreating companies except United Television, the lower earnings were recorded in areas outside of broadcasting and usually in areas associated with cable television start-ups or investments.

The following is a chart of the 1983 financial results of 12 major broadcasting companies. ☐

Law & Regulation

Keeping watch on children's TV

Bill before Congress would require broadcasters to schedule at least one hour per day of children's programing; public interest groups air support during press conference; NAB opposes programing quotas and defends broadcasters' record

The backers of a House bill (H.R. 4097) that would require television stations to air an hour of educational programing for children five days a week came out in force last week. At a press conference hosted by the bill's author, Representative Tim Wirth (D-Colo.), chairman of the Telecommunications Subcommittee, a coalition representing more than 140 public interest, educational, religious and consumer groups, among others, voiced support for the measure and pledged to work for its passage.

"We are not asking of television anything that has not been asked of television for the last 25 years," Wirth said. He cited the FCC's 1974 children's television policy statement which said broadcasters were obligated to provide programing designed especially for children, to schedule such programing throughout the week, to develop more educational and informational programs, and to air programs directed at specific age groups. But last year, Wirth said, the FCC "abdicated its commitment to young people."

He said Congress was now faced with an opportunity "to reinforce our commitment to the young people of this country," through television. Wirth plans to attach the measure to the draft of a broadcast deregulation bill now pending in his subcommittee.

"The question which we must ask is: 'In return for that deregulation, what do the people of this country get back?' What we should be getting back is an hour per day by all broadcasters," Wirth said.

During the press conference, Wirth was joined by subcommittee members John Bryant (D-Tex.), Mickey Leland (D-Tex.) and Al Gore (D-Tenn.), who agreed with their chairman and pledged to fight for passage.

The coalition includes Action for Children's Television, the National Education Association, PTA, U.S. Catholic Conference, American Academy of Pediatrics, Embassy Television Productions, Consumer Federation of America, American Nurses Association, NAACP and others. They were accompanied by a group of roughly 25 children from the D.C. Early Childhood Learning Center.

"NEA will vigorously back this children's crusade with the full force of its 1.7 million members across the country," said Sharon Robinson of the NEA. And ACT's Peggy Charren promised to monitor the votes in the House and Senate to see who "cares about kids and who doesn't."

Meanwhile, broadcasters were far from silent about the subject. National Association of Broadcasters President Eddie Fritts, in a statement circulated on Capitol Hill, defended the industry. "As the FCC discovered in its recent examination of this situation, the facts don't bear out this assertion [of a dearth of worthwhile programing for children now]. Indeed, the opposite is true," Fritts said.

A copy of the *Washington Post*'s television guide for Tuesday, March 6, was attached to the NAB statement to illustrate NAB's argument that there is ample children's programing. The children's shows

Proud parents. Tim Wirth (at microphone) was joined last week by John Bryant (l) and Mickey Leland (r) and representatives from a coalition of public interest, consumer, educational and other organizations, who are launching a lobbying campaign to back Wirth's children's television bill.

rector of KJJY(FM) Des Moines, Iowa, was elected agenda committee chairman for next year's show, set to return to the Opryland hotel, March 7-9.

For and against packaged programing

Why should country music stations buy special programing? Because it can build new audience by recycling current listeners into dayparts (usually weekends) when they are not usually tuned to the station, according to Ed Salamon, vice president of programing for The United Stations, a New York-based radio program producer/distributor that offers *The Weekly Country Countdown*. During a session of the Country Radio Seminar, Salamon said other benefits include increasing revenues by offering long-form programing as a special sales package to local advertisers, and heightening station image. "You can assure that the biggest stars in country music appear as part of your radio station each week," he said.

Nationally syndicated or network-delivered shows can create a better "balance" to programing that stations cannot achieve alone, noted Tom Rounds, president of ABC/Watermark, which produces *American Country Countdown*. As for the future, Rounds sees the advent of continuous coverage of special programing due to the various feeds available through satellite technology. This will replace the long-form disk-delivered programs, he said.

However, Joseph Somerset, programing consultant and architect of the Burns/Somerset *Continuous Country* format, a 24-hour country music service, said he urges stations airing the format not to use special programing because "a jarring change of any kind is going to do some damage to the fabric of that radio station"

Jay Albright, programing consultant for Drake-Chenault Enterprises, rounded out the panel discussion by highlighting several of the syndicated country music services available and offering advice on how to select the best one. ☐

Grammys a thriller for CBS

ABC won four nights for the week ending Sunday, March 4, but it was still not enough to snatch the weekly ratings win away from CBS, which rode to victory on the tail wind of Tuesday night's Grammy Awards ceremony. In the prime time ratings for week 23 of the 1984-85 season, CBS came in first with an average rating/share of 18.8/29, followed by ABC at 18.1/28 and NBC at 13.8/22.

With an extra boost provided by the second part of ***Lace*** and the ***ABC Theater*** presentation of "A Streetcar Named Desire," plus the usual strength of its regular Wednesday and Saturday night lineup, ABC won Monday, Wednesday, Saturday and Sunday evenings. CBS won Tuesday on the strength of the Grammy Awards as well as Thursday and Friday nights on the basis of such regularly scheduled programs as ***Dallas***, ***Magnum P.I.*** and ***Simon & Simon***, all top 10 shows. NBC's only top 10 program for the week, ninth place ***TV Bloopers & Practical Jokes***, outdrew ***A Team***, which sank to 13th place opposite the Grammy Awards on Tuesday night.

The combined three network rating for the week was 50.7, or 42,487,000 homes per average prime time minute, compared to a combined rating of 52.6, or 43,815,000 homes per average minute, for the same week a year ago. However, last year's figures included the special ***M*A*S*H*** finale, which drew a 60.3/77 for its two-and-a-half-hour broadcast.

ABC swept Monday night with the second part of *Lace*, which averaged 31.7/46 and was the highest rated program of the week. NBC came in second for the night, with a prime time average of 18/25.8, almost four whole rating points ahead of CBS's Monday night prime time average of 14.2/20.2.

NBC also came in second on Tuesday with a prime time average of 16.4/23.4 but, like ABC, was no match for CBS's Grammy Awards-fueled victory of 31.3/44.4. The second-ranked program of the week—it featured singer/dancer Michael Jackson's record win of eight Grammys—captured a 30.7/45, including a 21-minute overrun to 11:21 p.m.

Wednesday night was another second place for NBC, which trailed ABC's prime time average of 22.3/34.6 by nearly nine points. CBS had one of its worst Wednesday nights of the season, averaging 10.4/15.7.

But CBS roared back with a vengeance on Thursday, averaging 22.6/34.3 solely on the legs of its regular lineup. NBC had its fourth straight night in second place, averaging 16.1/24.8 to ABC's 13.6/20.6.

Friday night went to CBS, which averaged 18.4/30.6, although ABC maintained its dominance of the 8-9 p.m. slot for the seventh week in a row with ***Benson*** (15.7) and ***Webster*** (17.5). NBC had its second worst Friday night of the 1983-84 season, averaging 8.6/14.6—only two-tenths of a rating point ahead of its average for the week ending Nov. 22, 1983.

ABC carried Saturday night on the basis of its regular schedule with an average 17/29.7, dominating every hour until 10 p.m. when ***Fantasy Island*** (16.2/30) lost to CBS's ***Mike Hammer*** (16.3/30) by one-tenth of a rating point.

And ABC stole Sunday from CBS with an average 19.3/30.7, helped largely by the ***ABC Sunday Night Movie***, "A Streetcar Named Desire," which was the sixth highest rated program for the week, earning a 23.1/39. In the 8-9 p.m. period, ABC won with ***Hardcastle & McCormick*** (17.2), against the premiere of CBS's ***Suzanne Pleshette is Maggie Briggs*** (16.7) and ***Four Seasons*** (14.2), and ***Knight Rider*** (16.4) on NBC. ☐

Rank	Show	Network	Rating/Share
1.	Lace, part 2	ABC	31.7/46
2.	Grammy Awards	CBS	30.7/45
3.	Dallas	CBS	25.7/41
4.	Simon & Simon	CBS	24.4/36
5.	Dynasty	ABC	24.2/36
6.	A Streetcar Named Desire	ABC	23.1/38
7.	60 Minutes	CBS	23.1/38
8.	Knots Landing	CBS	22.1/35
9.	TV's Bloopers etc.	NBC	21.8/30
10.	Hotel	ABC	21.4/36
11.	Magnum, P.I.	CBS	21.3/32
12.	Fall Guy	ABC	21.2/32
13.	A-Team	NBC	20.3/28
14.	Scarecrow & Mrs. King	CBS	19.4/27
15.	Trapper John, M.D.	CBS	18.9/32
16.	Love Boat	ABC	18.9/32
17.	Alice	CBS	18.3/28
18.	Facts of Life	NBC	17.9/26
19	Webster	ABC	17.5/29
20.	Bob Hope Special	NBC	17.5/24
21.	Matt Houston	ABC	17.4/31
22.	Hill Street Blues	NBC	17.4/28
23.	Jeffersons	CBS	17.2/26
23.	Real People	NBC	17.2/26
23.	Hardcastle & McCormick	ABC	17.2/26
26.	That's Incredible	ABC	16.9/23
27.	Cheers	NBC	16.8/25
28.	Suzanne Pleshette Show	CBS	16.7/26
29.	Knight Rider	NBC	16.4/25
30.	Mike Hammer	CBS	16.3/30
31.	Family Ties	NBC	16.3/24
32.	Fantasy Island	ABC	16.2/30
33.	Diff'rent Strokes	NBC	15.9/28
34.	Gimme A Break	NBC	15.9/24
34.	Night Court	NBC	15.9/24
36.	T.J. Hooker	ABC	15.8/27
37.	Benson	ABC	15.7/27
38.	Dukes of Hazzard	CBS	15.6/26
38.	Airwolf	CBS	15.6/26
40.	20/20	ABC	15.2/24
41.	Riptide	NBC	15.2/21
42.	St. Elsewhere	NBC	15.0/25
43.	Silver Spoons	NBC	14.7/25
44.	Wonderful TV Game Shows	NBC	14.6/23
45.	Four Seasons	CBS	14.2/22
46.	Blue Thunder	ABC	13.9/22
47.	Newhart	CBS	13.9/19
48.	Emerald Point, N.A.S. (Fri.)	CBS	13.8/24
49.	AfterMash	CBS	13.8/19
50.	Remington Steele	NBC	13.6/21
51	Ringling Bros. Circus	CBS	13.5/23
52.	All Star Family Feud	ABC	13.5/20
53.	Buffalo Bill	NBC	13.0/20
54.	Three's Company	ABC	12.9/17
55.	Ripley's Believe It or Not	ABC	12.8/21
56.	Foulups, Bleeps & Blunders	ABC	12.3/17
57.	Mama's Family	NBC	12.0/20
58.	Lottery	ABC	12.0/18
59.	We Got It Made	NBC	11.6/20
60.	Hart to Hart	ABC	11.4/18
61.	Oh Madeline	ABC	11.0/15
62.	Ripley's Believe It or Not (Tues.)	ABC	10.8/14
63.	The Parade	CBS	10.5/18
64.	Body Human Special	CBS	10.3/15
65.	Master	NBC	10.1/17
66.	TV Academy Hall of Fame	NBC	10.0/16
67.	Emerald Point, N.A.S.	CBS	9.2/14
68.	New Show	NBC	8.8/16
69.	Lone Star	NBC	8.7/16
70.	Legmen	NBC	6.9/11
71.	First Camera	NBC	4.6/8

■ WFOX (97.1 mhz) Gainesville, Ga.—Granted app. to install aux. sys. (ant.). Action Feb. 23.

■ KPND (95.3 mhz) Sandpoint, Idaho,—Granted app. for CP to change ERP to 3 kw. Action Feb. 21

■ KMAJ (107.7 mhz) Topeka, Kan.—Dismissed app. for CP to make changes in ant. sys.. Action Feb. 23.

■ WTGI (103.3 mhz) Hammond, La.—Dismissed app. to change TL; change HAAT to 992 ft., and make changes inant. sys.. Action Feb. 23.

■ WSTS (96.5 mhz) Laurinburg, N.C.—Granted app. for mod. of CP (BPH-830624AE) to change ERP to 90 kw and HAAT to 756 ft. Action Feb. 23.

■ WOKQ (97.5 mhz) Dover, N.H.—Granted app. for CP to install aux. sys. Action Feb. 22.

■ WSRW-FM (106.7 mhz) Hillsboro, Ohio—Granted app. for CP to make changes in ant. sys. and increase HAAT to 260 ft. Action Feb. 23.

■ WITO (107.1 mhz) Ironton, Ohio—Dismissed app. for CP to change TL; change ERP to 3.0 kw, and change HAAT to 275 ft. Action Feb. 23.

■ KZBS (98.9 mhz) Oklahoma City—Granted app. for CP to change ERP to 100 kw. Action Feb. 23.

■ KAZZ (95.9 mhz) Sallisaw, Okla.—Granted app. for mod. of CP to change HAAT to 600 ft. and ERP to 0.4 kw. Action Feb. 22.

■ *WPTG (90.3 mhz) Lancaster, Pa.—Granted app. to change TL; increase ERP to 4.52 kw; increase TPO, and change transmitter and transmission line. Action Feb. 23.

■ WNST-FM (106.3 mhz) Milton, W.Va.—Granted app. for CP to change ERP to 0.170 kw and HAAT to 1,226 ft. Action Feb. 22.

■ WXCO-FM (107.9 mhz) Wausaw, Wis.—Granted app. for mod. of CP to change TL. Action Feb. 22.

In contest

■ Fairhope, Ala.—ALJ, James F. Tierney, granted motion by Holt-Robinson of Mississippi Inc. and severed its app. for new AM at Ridgeland, Miss., from this proceeding, and granted that app. (BC 82-701-3). MO&O adopted Feb 28.

■ Fayetteville, Ark.—ALJ, John H. Conlin, granted joint agreement; dismissed app. of Kravetz Media Corp.; conditionally granted app. of Broadcast Data Corp. for new MDS facilities at Fayetteville, and terminated proceeding. (CC 83-621-22). Order adopted Feb. 22.

■ Arcata, Calif.—ALJ, Thomas B. Fitzpatrick, granted app. of Mad River Broadcasting Co. for new TV at Arcata and terminated proceeding. (MM 83-612). Order adopted Feb. 27.
el3

■ Clovis, Calif.—Review Board denied petition for reconsideration filed by San Joaquin Television Improvement Corp. of Review Board decision released Nov. 16, 1983, granting app. of North Star Communications Ltd. for new TV at Clovis and denying competing app. of San Joaquin. (BC 82-552-53). MO&O adopted Feb. 22.

■ Los Angeles—Chief, Mass Media Bureau, denied petitions for reconsideration and requests for stay filed by Sue Gottfried and California Association of Physically Handicapped Inc. of staff action March 28, 1983, granting renewal of Golden West Television Inc. for KTLA-TV at Los Angeles and request for transfer of station from Golden West to Golden West Television Acquisition Co. MO&O adopted Feb. 22.

■ Perry, Fla.—ALJ, Edward Luton, granted app. of Perry Communications Inc. for new FM on 105.5 mhz at Perry and denied competing app. of Rahu Broadcasting Inc. (BC 82-766-67). Initial decision issued Feb. 23.

■ Atlanta—ALJ, John H. Conlin, granted app. of Gencom Cellular of Atlanta for CP to establish cellular system to operate on Block A at Atlanta. (CC 83-85). Initial decision issued Feb. 21.

■ Chicago—Commission affirmed, with modifications, decision of Acting Chief, ALJ, Thomas B. Fitzpatrick, granting Rogers Radiocall. Inc.'s app. to establish cellular radio system on frequency Block A at Chicago, and denying competing app. of Cellular Mobile Systems of Illinois Inc. (CC 82-721). Final decision adopted Feb. 24.

■ Spirit Lake, Iowa—ALJ, John H. Conlin, granted joint agreement; dismissed app. of Marguerite E. Kleven; granted app. of Campus Radio Co. for new FM at Spirit Lake, and terminated proceeding. (MM 83-1279-80). Order adopted Feb. 22.

■ Mount Clemens, Mich.—ALJ, Edward Luton, granted app. of Adell Broadcasting Corp. for new TV at Mount Clemens, and denied competing app. of Michigan Channel 38 Inc. for same facilities at nearby Warren, Mich. (BC 80-471, 474). Initial decision issued Feb. 21.

■ Tillatoba and Charleston, Miss.—ALJ, Joseph P. Gonzalez, granted joint agreement; dismissed L and I Broadcasting Co.'s app. for new FM at Tillatoba on 94.3 mhz; granted Tallahatchie Broadcasting System's app. for new FM at Charleston, and terminated proceeding. (MM 83-819-820). MO&O adopted Feb. 15.

■ Cape May Court House, N.J.—ALJ, Joseph Chachkin, granted app. of Canruss Inc. for new FM on 105.5 mhz at Cape May Court House, and denied app.'s of WRLJ Inc. and Bay Broadcasting Co. (BC 82-312-313; 315). Initial decision issued Feb. 17.

■ Columbus-Worthington, Ohio, and Florence, Ky.—Granted request for joint agreement; dismmised Boone Broadcasting Co.'s app. for new AM at Florence; granted Salem Media of Ohio Inc.'s app. to change facilities of WRFD(AM) at Columbus-Worthington, and terminated proceeding. (MM 83-680-681). Order adopted Feb. 14.

■ Ashland, Ore.—ALJ, Joseph Stirmer, granted petition by TRC Communications Inc. and accepted amendment substituting KHUG Inc. as app. in its pace, and by separate action, terminated proceeding. (MM 83-1042-1043-1045-1046). Order adopted Feb. 16. MO&O adopted Feb. 22.

■ The Dalles, Ore.—ALJ, John M. Frysiak, granted motion by Larson-Wynn Inc. and dismissed its app.; granted app. of Nugent for new FM at The Dalles, and terminated proceeding. (MM 83-969-70). MO&O adopted Feb. 27.

■ Pittsburgh—Commission affirmed, with modifications, decision of former chief ALJ, Lenore G. Ehrig, granting app. of MCI Cellular Telephone Co. Inc. to establish cellular radio system on frequency Block A for Pittsburgh, and denying competing app.'s of Celcom Communications Corp. of Pittsburgh and Cellular Mobile Systems of Pennsylvania Inc. (CC 82-796). Final decision adopted Feb. 24.

Legal activities

■ Sacramento, Calif.—Royce International Broadcasting Co., licensee of KWOD(FM) Sacramento, has asked U.S. Court of Appeals for D.C. circuit to review FCC action declining to extend limited test authority for continued operation of radio antenna. Mass Media Bureau, by telegram of Jan. 30, ordered KWOD to cease operation on its main antenna at midnight, feb. 8. (Case 84-1050).

■ Action for Children's Television has asked U.S. Court of Appeals for D.C. circuit to review FCC's decision (FCC 83-609) which affirmed obligations of all commercial TV licensees to serve special needs of children, but declined to adopt mandatory requirements as to children's programing. (Case 84-1052).

Summary of broadcasting
as of January 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,736	163	4,899
Commercial FM	3,540	415	3,955
Educational FM	1,131	176	1,307
Total Radio	9,407	754	10,161
FM translators	762	431	1,193
Commercial VHF TV	535	22	557
Commercial UHF TV	334	222	556
Educational VHF TV	110	4	114
Educational UHF TV	173	25	198
Total TV	1,152	273	1,425
VHF LPTV	190	76	266
UHF LPTV	72	105	177
Total LPTV	262	181	443
VHF translators	2,865	188	3,053
UHF translators	1,889	213	2,202
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Et cetera

■ Commission renewed unconditionally licenses for stations WKNT(AM)-WNIR(FM) Kent, WJW(AM) Cleveland and WDGN-FM Medina, all Ohio. In case of WWWW(FM) Detroit, commission renewed license but imposed reporting conditions. It denied petition by National Black Media Coalition and others to deny renewals on basis that licensees were not complying with FCC's (EEO) rule with respect to blacks. (FCC 84-70). MO&O adopted March 1.

■ FCC has clarified its Dec. 16, 1982, declaratory ruling regarding notification required for sports blackout protection on cable TV systems. Commission said it was not necessary that headend identification be sole method utilized by parties seeking program blackouts. Any method that is not unduly burdensome to those seeking protection and which provides sufficient specificity to cable system operators is acceptable. It said that if system identification by principal community is possible (major town or city from which several community units are served), this identification should suffice to identify affected community units not encompassed in community-by-community listing. (FCC 84-60). MO&O adopted Feb. 24.

■ Commission temporarily suspended March 1 starting date for filing cellular app.'s in markets below top 90, as well as April 8 expiration date of separate freqency allocation for wireline and nonwireline carriers (wireline set-aside). (CC 83-1096). Order adopted Feb. 3.

■ Following low power/television translators, not exclusive with other app.'s, have been accepted for filing. Absent petitions to deny, app.'s appear to be grantable.—Baraga, Mich., ch. 2, Ojibwa Community College and Learning Center (BPTTV-920519TZ); Murray, Ky., ch. 38, WML-TV Co. (BPTTL-810810QB); Greenville, Tex., ch. 47, Bill R. Wright (BPTTL-820617QE), and Clover Valley, Nev., ch. 58, Elko Television District (BPTT-820414RU).

■ Commission denied request for reinstatement of its app. for 800 mhz specialized mobile radio system in Southfield, Mich. (FCC 84-58). (FCC 84-58). MO&O adopted Feb. 24.

■ Following working groups and subcommittees meetings on technical standards for DBS service to be held in Washington. Subcommittee on transmission standards, March 13. Working group on on RCVR compatibility/encryption interface, March 13. Working group on interface (possible), March 14. Working group on interface, March 28. Subcommittees on receiver standards, and encryption standards, March 29.

■ Commission's Detroit field office relocated to 24897 Hathaway Street, Farmington Hills, Mich. 48010-1398. It will have new recorded telephone message number (313) 471-0052.

■ Lists of AM, FM and TV stations (including translators) are available from National Technical Information Service on microfiche. Lists are categorized, including by state and frequency, and are available on monthly subscription or one-time purchase. Complete engineering data bases are also available on magnetic tape from NTIS.

■ KOKH-TV Oklahoma City granted significantly viewed status in counties of Noble, Logan, Hughes, Beckham and Washita, all Oklahoma. Action of Feb. 15.

■ WUAB(TV) Lorain, Ohio, granted significantly viewed status in Ashtabula and Geneva, both Ohio. Action of Feb. 15.

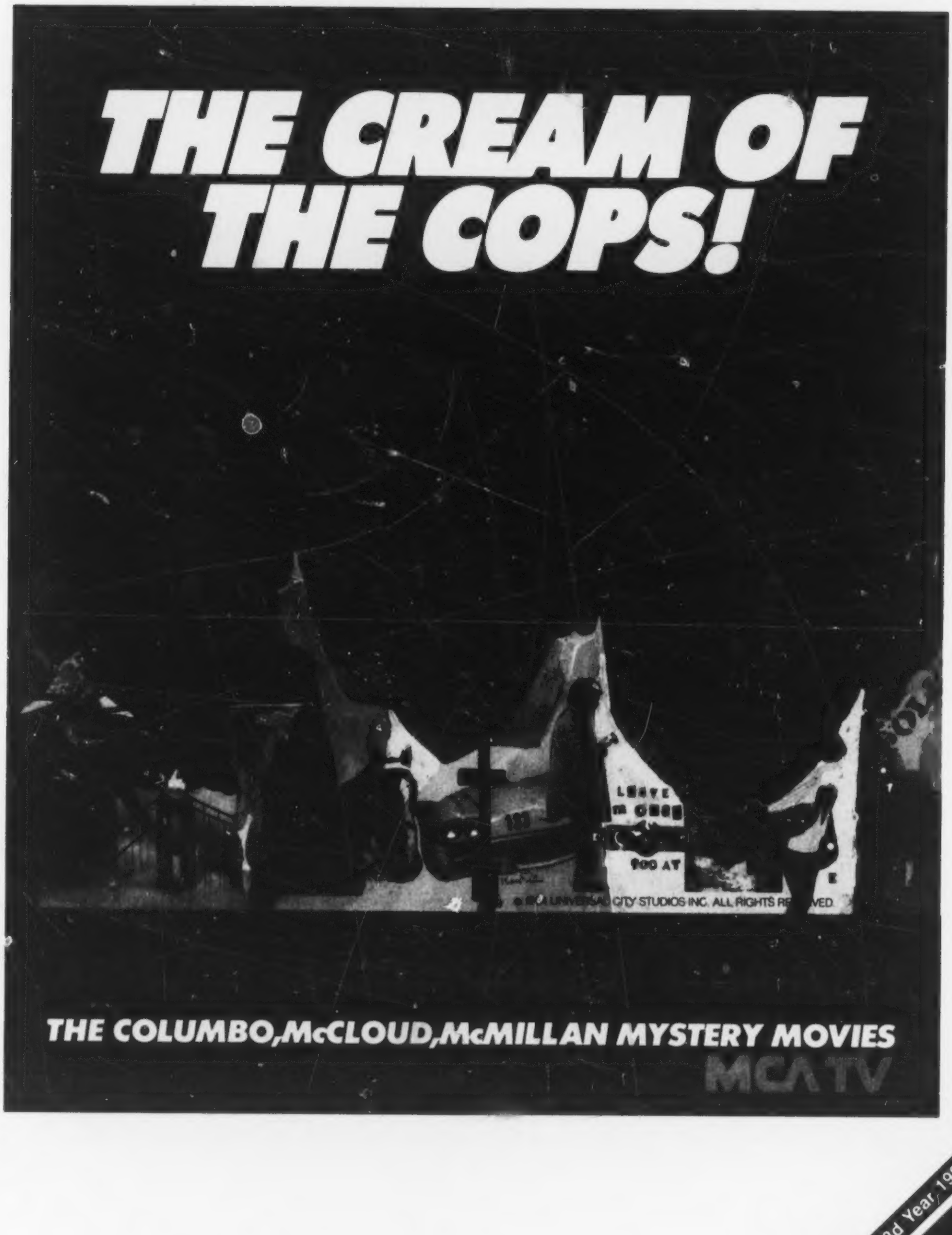
■ FCC denied State of Alaska'a petition requesting exemption from freeze on filing of new and major change LPTV and LPTV translator app.'s. State of Alaska claimed undue hardship on its residents, including hampering of ability to provide educational and informational service. Freeze was adopted in September 1983 to aid in processing 12,000 app.'s then on file. Since that time, rulemaking proposal based on re-evaluation of processing procedures has been issued, which FCC claims will help alleviate problems. (BC 78-253). Letter issued Feb. 24.

■ CP's for LPTV's or LPTV translators will be awarded to the following mutually exclusive selectees upon determination of qualification and in absence of petitions to deny: Anchorage, ch. 14, N&K LPTV, (BPTTL-830923TF); Denver, ch. 47, Happy Church, (BPTTL-810126IJ); Durango, Colo., ch. 39, American Television Network, (BPTTL-810122JB); Loveland, Colo., ch. 43, Loveland Television, (BPTTL-810317JC); Atlanta, ch. 63, Frontier Gulf Broadcasting, (BPTTL-810217BL); Honolulu, ch. 54, Vision Unlimited, (BPTTL-820615QD); Twin Falls, Idaho, ch. 27, Linda D. Clevenger, (BPTTL-820615QD); Denison, Iowa, ch. 22, Sun Publishing, (BPTTL-830217XT); Foxhome, Minn., ch. 28, Joann P. Hotz, (BPTTL-820616TM); Minneapolis/St. Paul, ch. 58, J-Pax Broadcasters, (BPTTL-

C1750-1A

The Fifth Estate

Broadcasting Mar 19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53d Year 1984

AM stereo

Vol. 106 No. 12

Broadcasting ▱ Mar 19

Networks cautious with Super Tuesday projections
Mulholland steps down at NBC
Manufacturers key to AM stereo resolution

SUPER TUESDAY □ Hart-Mudd interview, cautious projections define Super Tuesday of primaries, caucuses. **PAGE 31.**

DEREG TURN □ While NAB pins its deregulation hopes on parent committee, Telecommunications Subcommittee members plan to draft bill. **PAGE 33.**

MORE AM'S □ FCC proposes to open up 400 AM's on Mexican, Bahamian and Canadian clear channels. **PAGE 34.**

STATE VISIT □ Presidents and executive directors of state broadcasting associations meet in Washington for visit with FCC and Hill players. **PAGE 36.**

WARNER UPDATE □ Dallas and Milwaukee officials may scrap Warner Amex's cable franchise awards; MSO looks to sell Pittsburgh system to Tele-Communications Inc. **PAGE 37.**

SPLIT AGREEMENT □ Major broadcast groups reach accord with Alberto-Culver over use of split 30-second commercials. A-C drops class action suit. **PAGE 42.**

4A CAMPAIGN □ American Association of Advertising Agencies launches campaign to improve public's attitude toward advertising. **PAGE 42.**

OLYMPIC MAKE-GOOD □ ABC announces make-good policies for Sarajevo Olympics. **PAGE 50.**

PLAYBOY OUSTER □ Playboy Enterprises decides not to renew contract of Playboy Channel chief Paul Klein. **PAGE 54.**

HBO EXPANSION □ Largest pay cable programing service looks for new horizons to explore—videocassettes, DBS, major theatricals. **PAGE 54.**

AMERICA ON PARADE □ CBS's new prime time show to feature country's famous and not-so-famous. **PAGE 61.**

SECOND TIME AROUND □ ABC and ESPN numbers for USFL are down from last year, but still good enough to beat the competition. **PAGE 62.**

THRILLER EARNINGS □ CBS executives tell analysts that first quarter 1984 will be better than expected. **PAGE 67.**

DEBATE CLOSED □ Appeals court sides with FCC, saying broadcasters can sponsor political debates. **PAGE 69.**

ACCENTUATE THE NEGATIVE □ Study says networks put too much emphasis on reporting bad economic news. **PAGE 74.**

STATE TUSSLE □ Baltimore broadcaster and state of Maryland battle over First Amendment issue of video outtakes. **PAGE 75.**

UP TO THE MANUFACTURERS □ It appears manufacturers will be key in who wins the AM stereo battle. **PAGE 84.**

ENGINEERING SUCCESS □ Bill Connolly, Sony Broadcast Products president and veteran CBS engineer, combines technical expertise with a fascination for the application of new technology. The result has been broadcasting's boon. **PAGE 109.**

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promoted in two-week flight beginning April 24 in 23 markets. Commercials will air in daytime and evening news, Tuesday through Friday. Target: women, 25-54. Agency: AC&R Advertising, New York.

RADIO ONLY

Michigan Apple Committee □ Two-week flight is scheduled in 17 Midwest markets to promote consumption of apples, beginning April 2. Markets include Chicago, St. Louis, Nashville and Oklahoma City. Commercials will run in all dayparts. Target: women, 25-54. Agency: Baker, Abbs, Cunningham & Klepinger, Birmingham, Mich.

Beiersdorf Inc. □ Following completion of test last summer on Nivea After-Sun lotion in California, company is introducing product this spring on spot radio in 12 major markets. Flight will begin in April with two-to-three-week flights throughout summer. Product will also receive exposure on regional and national television. Commercials will be carried in all dayparts. Target: women, 18-plus. Agency: Posey, Parry & Quest, Greenwich, Conn.

RADIO AND TV

Valvoline Oil Co. □ Campaign will be conducted in about 33 markets on radio and 40 on television for four to seven weeks, beginning in mid-March, late April and mid-May. Markets include Dallas, Detroit, Los Angeles, Milwaukee and Pittsburgh. Commercials will run in all dayparts on radio and in news, early and late fringe and sports on TV. Target: men, 18-49. Agency: Fahlgren & Ferris, Cincinnati.

Marriott □ Great American Theme Park in Gurnee, Ill., will be promoted in second quarter, beginning mid-May in five Midwest markets including Chicago and Madison and Green Bay, both Wisconsin. TV and radio buys will be made in various dayparts. Target: teenagers and adults, 12-34. Agency: Smith Burke Azzam, Baltimore.

Ad■Vantage

Spot numbers. Expenditures in national and regional spot television climbed by 10% in 1983 to $3,675,577,100, according to Television Bureau of Advertising. Leading list of spot TV advertisers was Procter & Gamble, with more than $229 million, up 28% from last year. It was followed by General Mills, with almost $88.8 million, up 19%; General Foods Corp., slightly more than $73 million, up 3%, and PepsiCo, with almost $73 million, up 25%. Information released by TVB is based on Broadcast Advertiser Reports figures. Largest percentages gains were made by spot TV advertisers including GTE Corp., up 98% to $31.1 million; Ford Motor Co., up 69% to $38.1 million; Philip Morris Inc., up 43% to $48.9 million, and MCI Communications, up 39% to almost $29.3 million.

	Company	*1983*	*1982*	*% change*
1.	Procter & Gamble	$229,251,800	$179,468,100	+28
2.	General Mills	88,792,700	74,762,400	+19
3.	General Foods	73,018,400	70,802,500	+ 3
4.	Pepsico Inc.	72,778,200	54,003,700	+35
5.	AT&T	71,075,700	62,044,200	+15
6.	Coca-Cola	68,408,800	51,717,800	+32
7.	Lever Brothers	55,791,500	43,761,500	+27
8.	Anheuser-Busch	51,002,000	39,703,800	+28
9.	Philip Morris	48,909,000	34,220,900	+43
10.	Mars Inc.	43,332,300	46,506,200	− 5
11.	Nissan Motor Co.	43,116,900	35,289,100	+22
12.	Dart & Kraft	42,572,600	64,275,700	−34
13.	Toyota Motors Sales Co.	42,505,600	44,762,100	− 5
14.	Warner-Lambert Pharmaceutical	39,229,800	32,818,800	+20
15.	Ford	38,130,300	22,602,400	+69
16.	Kellogg Co.	34,130,800	30,053,500	+14
17.	Nestle S.A.	32,186,000	28,556,300	+13
18.	American Home Products	31,896,800	36,682,900	−13
19.	GTE Corp.	31,120,300	15,742,600	+98
20.	Colgate Palmolive Co.	29,596,100	23,877,200	+24
21.	MCI Communications	29,259,800	21,096,200	+39
22.	Time Inc.	28,624,400	28,200,200	+ 2
23.	Beatrice Foods	26,323,800	20,415,400	+29
24.	A.H. Robins Co.	26,316,300	22,484,900	+17
25.	General Motors	25,672,200	27,232,100	− 6

Source: Television Bureau of Advertising from Broadcast Advertisers Reports data.

□

Mondale's beef. "We're quite flattered" is word from Wendy's International spokesperson on presidential candidate Walter Mondale's use of Wendy's commercial tag line "Where's the beef?" "We didn't know he was going to use it," he said, but political use has only added to commercial's immense popularity. Spokesman also reported that Mondale campaign personnel requested "Where's the beef?" T-shirts for Super Tuesday (March 13) activities. Wendy's complied, and then sent Hart camp "Here's the beef" T-shirts in gesture of equanimity.

□

MTV ad splurge. Warner Amex Satellite Entertainment Co. launches today, March 19, multimillion-dollar consumer advertising campaign in support of MTV: Music Television. Broadcast commercials will air on CBS-TV and NBC-TV and in major spot TV markets reaching 70% of cable homes. Cable buys are scheduled to begin in early April on cable systems not yet announced. News of campaign was reported last Wednesday (March 14) by Robert Pittman, executive vice president and chief operating officer of WASEC, during luncheon meeting of New York chapter of National Academy of Television Arts and Sciences. Pittman also traced growth of MTV over last three years, crediting success to company's ability to reach target audience of under 25 via fast-paced music, offbeat animation and graphics, attractive personalities, coverage of special events and targeted promotions and contests. MTV now has 19.3 million subscribers. Advertising campaign was developed by LPG/PON New York.

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second spot in the second quarter selling for about $80,000, according to agency buyers. And if the program is to make it on the fall prime time schedule, most program buyers estimate it will take between a 25 and a 27 share before network executives give it the green light.

American Parade has been on the drawing board since last summer, and has passed through several revisions. Originally CBS News commentator Bill Moyers was proposed as a co-anchor with Kuralt, but Moyers turned it down because, according to one of the show's principals, "he thought it was going to be too light weight a program for his taste." Both Northshield and Kuralt dispute the "light weight" tag and express hope that Moyers will eventually contribute. "If we do see him," Kuralt said, "at first it will be connected with the primaries."

Kuralt will continue to anchor *Sunday Morning*. And he will also spend part of the week travelling the country for *On the Road*.

American Parade has gone through several drafts, a couple setbacks and talent switching. "We look back at the first *Sunday Morning* programs," Kuralt related, "and it's not very much like the shows we do now. I suppose *American Parade* will have a similar history." □

USFL shows ratings drop

Although numbers are off, spring football still bests competition

After three weeks of televised United States Football League action, ABC has averaged a 7.7/19, down from the three-week average one year ago when the network scored a 9.4/23. ESPN's three-week USFL ratings average came to a 3.6, compared to a 3.9 last year.

One reason for the drop in averages for both networks this year, at least in the early going, is because of the high sampling rates to the first couple of games last year, the USFL's first season. And although the averages are down, ABC soundly beat its network competition: CBS has average a 6.3/15 and NBC a 4.5/11, against USFL games, primarily with college basketball, other sports programs and sports anthologies.

ABC and ESPN signed two-year agreements with the league in mid-1982, with ABC's contract allowing Sunday afternoon regional and national coverage for the 18-week regular season and exclusive coverage of playoffs and the championship game. ABC's two-year agreement cost the network $18 million. ESPN is paying $11 million for its two-year pact of 36 games each year on Saturday and Monday evenings beginning at 8 p.m.

Keith Jackson and Lynn Swann are again ABC's primary announcing team, while Tim Brant and Lee Grosscup are doing the secondary telecasts. ESPN's Jim Simpson is doing the play-by-play for both Monday and Saturday games, while Paul Maguire is the analyst on Monday contests and Don Heinrich on Saturdays.

Among the ABC sponsors are Anheuser-Busch, Miller, Dodge, Ford, Chevrolet and AMC. ABC is offering about 30 minutes of advertising per game (compared to about 25 minutes for NFL games), with a 30-second spot for regular season contests priced at about $33,000, an increase of $3,000 over last year. Playoff 30's will cost $38,500 and 30-second spots in the championship game are priced at $66,000.

ESPN is offering 24 half-minutes of advertising in its USFL games. The network is charging $12,000 for each series of three 30-second spots—one to appear during the live cablecast with one additional spot for each

Tie for two in week 24

The prime time ratings for the week ended March 11 produced a tie for first place, the first of the 1983-84 season. ABC-TV and CBS-TV both turned in rating/share performances of 17.0/27. NBC-TV came in third with 13.4/21.

The week, the 24th of the season, also brought three series premieres: Norman Lear's ***a.k.a. Pablo*** on ABC on Tuesday at 8:30-9 p.m. NYT; ***Two Marriages*** (which had a short run last summer) on ABC on Thursday at 8-9, and ***Mama Malone*** on CBS on Wednesday at 8:30.

Of the three, ***a.k.a. Pablo*** came out ahead, scoring 14.9/22 and holding most of the audience provided by its lead-in, ***Foul-Ups, Bleeps & Blunders*** (15.1/23), but placing a distant second behind NBC's ***A Team*** (22.8/34). ***Mama Malone*** produced a 13.1/20 for CBS, also holding its lead-in but marginally behind NBC's ***Real People*** (13.2/21) and well behind ABC's ***Fall Guy*** (18.9/30). ***Two Marriages*** earned a 10.9/16, trailing ***Gimme A Break*** (14.3/22) and ***Family Ties*** (14.9/22) on NBC as well as ***Magnum P.I.*** (23.2/35) on CBS.

ABC won four nights: Sunday, once almost a CBS fiefdom, and Monday, Wednesday and Saturday. CBS took two, Thursday and Friday, both by wide margins and both with its regular lineups, while NBC's regular lineup, led by ***A Team***, took Tuesday.

ABC's Saturday night win was engineered by ***Hardcastle & McCormick*** (20.6/31) which with its biggest margin of the year surpassed both NBC's ***Knight Rider*** (16.2/24) and CBS's new ***Suzanne Pleshette is Maggie Briggs*** (14.8/23) and ***Four Seasons*** (13.7/20)—and by a repeat of the movie "The Spy Who Loved Me" (21.0/35). ABC won four nights to CBS's two.

The networks' combined rating totaled 47.4, the lowest since Christmas week. The dropoff—more than three points from their season-to-date averages—was blamed primarily on affiliate pre-emptions for syndicated Billy Graham Crusade presentations and for local and regional college basketball playoffs.

The week's ratings brought season-to-date standings to 18.2/28 for CBS, 17.4/27 for ABC and 15.1/24 for NBC. CBS has won 16 weeks, ABC six and NBC one, aside from the ABC-CBS tie. □

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	26.8/42
2.	Dynasty	ABC	25.9/39
3.	Simon & Simon	CBS	25.2/37
4.	Magnum, P.I.	CBS	23.2/35
5.	A-Team	NBC	22.8/34
6.	60 Minutes	CBS	22.7/36
7.	Knots Landing	CBS	22.1/35
8.	Dark Mirror	ABC	21.9/34
9.	Hotel	ABC	21.8/37
10.	Falcon Crest	CBS	21.7/38
11.	The Spy Who Loved Me	ABC	21.0/36
12.	Hardcastle & McCormick	ABC	20.6/31
13.	Fall Guy	ABC	18.9/30
14.	Scarecrow & Mrs. King	CBS	18.7/27
15.	Jeffersons	CBS	18.6/27
16.	Webster	ABC	18.0/29
17.	AfterMash	CBS	18.0/26
18.	Newhart	CBS	17.7/27
19.	Alice	CBS	17.4/26
20.	Calamity Jane	CBS	17.0/28
21.	Riptide	NBC	16.8/25
22.	Benson	ABC	16.7/27
23.	Hill Street Blues	NBC	16.5/28
24.	Love Boat	ABC	16.4/28
25.	Knight Rider	NBC	16.2/24
26.	Trapper John, M.D.	CBS	16.0/26
27.	Cheers	NBC	15.8/23
28.	Facts of Life	NBC	15.7/24
29.	Little Darlings	NBC	15.6/24
30.	Dukes of Hazzard	CBS	15.5/25
30.	20/20	ABC	15.5/25
32.	Mike Hammer	CBS	15.3/28
33.	Foulups, Bleeps & Blunders	ABC	15.1/23
34.	Ripley's Believe It or Not	ABC	15.0/24
35.	Matt Houston	ABC	14.9/26
36.	Family Ties	NBC	14.9/22
37.	a.k.a. Pablo	ABC	14.9/22
38.	Suzanne Pleshette Show	CBS	14.8/23
39.	T.J. Hooker	ABC	14.5/25
40.	Stars Salute Olympic Team	NBC	14.5/22
41.	Three's Company	ABC	14.5/22
42.	Gimme A Break	NBC	14.3/22
42.	Night Court	NBC	14.3/22
44.	Automan	ABC	14.2/21
45.	Hart to Hart	ABC	13.9/24
46.	Blue Thunder	ABC	13.9/22
47.	St. Elsewhere	NBC	13.9/24
47.	Remington Steele	NBC	13.8/24
49.	Four Seasons	CBS	13.7/20
50.	One Day At A Time	CBS	13.4/21
51.	Fantasy Island	ABC	13.2/24
52.	Real People	NBC	13.2/21
53.	Airwolf	CBS	13.1/22
54.	Mama Malone	CBS	13.1/20
55.	Oh Madeline	ABC	12.8/20
56.	Buffalo Bill	NBC	12.2/18
57.	Mama's Family	NBC	12.1/20
58.	Lottery	ABC	12.1/18
59.	Silver Spoons	NBC	12.0/20
60.	Garfield Special	CBS	11.7/20
60.	We Got It Made	NBC	11.7/20
62.	Bugs Bunny Special	CBS	11.2/19
62.	Diff'rent Strokes	NBC	11.2/19
64.	Emerald Point, N.A.S.	CBS	11.1/19
65.	10	CBS	11.0/19
66.	Two Marriages	ABC	10.9/16
67.	Yellow Rose	NBC	10.8/20
68.	Mississippi	CBS	10.8/16
69.	Master	NBC	9.5/15
70.	New Show	NBC	7.0/12
71.	Legmen	NBC	7.0/11
72.	First Camera	NBC	5.1/8

WXPX(AM) West Hazleton, Pa. (see below). Action March 6.

■ WPNT(FM) Pittsburgh (92.9 mhz, 47 kw, HAAT: 890 ft.)—Granted assignment of license from Westinghouse Broadcasting and Cable Inc. to WPNT Inc. for $3 million cash. Seller also owns six AM's, four FM's, including co-located KDKA(AM) and six TV's, including co-located KDKA-TV. Buyer is Saul M. Frischling, former station owner and now president of H-F/Stone Inc., New York holding company. He has no other broadcast interests. Action March 6.

■ WQBQ(AM) Selinsgrove, Pa. (1240 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Riverside Media Inc. to David Bernstein, d/b/a Sunair Communications Inc. for $322,350, including $300,000 seller's note. Seller is owned by Douglas W. George. He also is majority owner of WHTF(FM) Starview, Pa., and minority owner of WTLQ(FM) Pittston, Pa. Buyer is former general manager and minority owner of WGVL(AM) Greenville and WSSL(FM) Gray Court, both South Carolina. Action March 1.

■ WXPX(AM) West Hazleton, Pa. (1300 khz, 500 w-D)—Granted assignment of license from Radio Action Co. to Guy T. Block for $320,000, including $100,000 cash, plus $20,000 noncompete. WXPX has app. to increase hours of operation to UHF pending, which, if unsuccessful, will reduce price $25,000. Seller is equally owned by Edward F. Genetti and the estate of his brother, Richard S. Genetti. Buyer is former owner of WCRV-AM Washington, N.J., which he sold three years ago ("Changing Hands," Dec. 22, 1980) and WFMV-FM Blairstown, N.J., which he sold recently for $560,000 ("Changing Hands, Aug. 8, 1983). Action March 6.

■ WPAL(AM) Charleston, S.C. (730 khz, 1 kw-D)—Granted transfer of control of WPAL Radio Inc. from John Pembroke (42.5% before; none after) to William Saunder (15% before; 57.5% after). Consideration, which also involves stock in another corporation, is $51,000 cash and $149,000 note. Other 42.5% is owned by D. Ward Wilson. Seller also owns WJQS(AM) Jackson, Miss. Buyer, along with Wilson, is applicant for new FM at North Charleston, S.C. Action March 1.

■ WHMT(AM) Humboldt, Tenn. (1190 khz, 500 kw-D)—Granted assignment of license from R.B. Management Corp. to Boyd Enterprises Inc. for $235,000, including $115,000 sellers note and assumption of $100,000 bank note. Seller bought station one year ago "For the Record," Oct. 18, 1982). It is owned by Robert B. Blow, who recently sold WYLQ(AM) Kingston, Tenn. (see "For the Record," Jan. 16.). He has 50% interest in 12 LPTV app.'s. Buyer is owned by F. Darrell Boyd, who is general manager of WHMT. Action March 1.

■ WEZF-FM Burlington, Vt. (92.9 mhz, 36 kw, HAAT: 2,700 ft.)—Granted assignment of license from Martin Broadcasting Inc. to Knight Radio Inc. for $4 million. Seller is owned by Donald G. Martin and family. Martin also owns WHO(AM)-WDRM(FM) Decatur, Ala. Buyer, Boston-based group owner of four AM's and three FM's, is owned by Norman Knight. Action Feb. 24.

■ WXAM(AM) Charlottesville, Va. (1240 khz, 1 kw-D, 250-N)—Granted assignment of license from Latora Broadcasting Inc. to Cavalier County Broadcasting Inc. for $415,973, including $100,000 cash. Seller is owned by Richard P. Latora, who has no other broadcast interests. Buyer is equally owned by Charles Mark Wilson and R.M. Coleman. Wilson is co-owner of Verona, Va., retail clothing store. Coleman is Staunton, Va.-based gynecologist. They have no other broadcast interests. Action March 5.

■ KRKO(AM) Everett, Wash. (1380 khz, 5 kw-U)—Granted transfer of control of Melvin Squyres and Dexter Taylor (48% each before; none after) to Everett Broadcasting Co. (none before; 100% after) for $1.1 million, including $770,000. Sellers have no other broadcast interests. Buyer is group of seven investors including Norman F. "Sparky" Taft, general manager and president, and Niles R. Fowler (25% each). Norman Taft is former national sales manager for O'Day Broadcasting, owner of KXA(AM)-KYYX(FM) Seattle and KORL(AM) Honolulu. His father, William R. Taft, owned KRKO for 35 years, during which Norman Taft was sales manager for eight years. William Taft sold station in 1976. Neither Fowler, who is Everett-based beer distributor, nor other investors have other broadcast interests. Action March 19.

Facilities changes

AM applications

Tendered

■ WCAS (740 khz) Cambridge, Mass.—Seeks CP to change freq. to 1090 khz, and change power to 5 kw. Ann. March 12.

■ WLSC (1570 khz) Loris, S.C.—Seeks CP to change hours of operation to unl. by adding night service with 250 kw; change freq. to 1240 khz, and make changes in ant. Ann. March 12.

Accepted

■ WYDE (850 khz) Birmingham, Ala.—Seeks MP(BP-790315AB) to change SL. Ann. March 9.

■ KNIX (1580 khz) Tempe, Ariz.—Seeks CP to make increase in critical hours power level to 50 kw (Cr./Hrs.) nondirectional. Ann. March 6.

■ KRLA (1110 khz) Pasadena, Calif.—Seeks MP(BP-16173, as mod.) to change TL, and make changes in ant. system. Ann. March 5.

■ WQIK (1120 khz) Jacksonville, Fla.—Seeks CP to change mod. to standard nightime, DA pattern. Ann. March 12.

■ WDDD (810 khz) Johnson City, Ill.—Seeks CP to change TL. Ann. March 12.

■ WFBM (1110 khz) Noblesville, Ind.—Seeks mod. of lic. to change SL and to operate trans. by RC. Ann. March 12.

■ KOH (630 khz) Reno—Seeks MP(BP-810128AJ, as mod.) to change TL for 5 kw daytime. Ann. March 12.

■ WTMJ (620 khz) Milwaukee—Seeks CP to change nightime DA parameters and pattern. Ann. March 12.

FM Applications

Tendered

■ *WWFM (89.1 mhz) Trenton, N.J.—Seeks CP to change HAAT to 280 ft. Ann. March 5.

■ KCMA (106.1) Owasso, Okla.—Seeks CP to change TL: change HAAT to 1,005 ft., and make changes in ant. system. Ann. March 9.

■ KZEU (107.9) Victoria, Tex.—Seeks CP to change ERP to 100 kw. Ann. March 9.

■ *WJGF (91.5 mhz) Romney, W.Va.—Seeks CP to change freq. to 89.7 mhz, and change ERP to .109 kw. Ann. March 6.

■ WKZZ (100.1 mhz) Lynchburg, Va.—Seeks CP to change TL; change ERP to .466 kw; change HAAT to 647 ft., and make changes in ant. system. Ann. March 5.

Summary of broadcasting
as of January 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,736	163	4,899
Commercial FM	3,540	415	3,955
Educational FM	1,131	176	1,307
Total Radio	9,407	754	10,161
FM translators	762	431	1,193
Commercial VHF TV	535	22	557
Commercial UHF TV	334	222	556
Educational VHF TV	110	4	114
Educational UHF TV	173	25	198
Total TV	1,152	273	1,425
VHF LPTV	190	76	266
UHF LPTV	72	105	177
Total LPTV	262	181	443
VHF translators	2,865	188	3,053
UHF translators	1,889	213	2,202
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Accepted

■ KKJJ (103.9 mhz) Payson, Ariz.—Seeks mod. of CP(BPH-781227AE) to change TL; change ERP to 1.8 kw, and change HAAT to 393 ft. Ann. March 6.

■ KKGO (105.1 mhz) Los Angeles—Seeks CP to change HAAT to 2,900 ft. Ann. March 12.

■ *KXPR (90.9 mhz) Sacramento, Calif.—Seeks mod. of CP(BPED-820310AT) to change ERP to 50 kw; change HAAt to 500 ft., and change freq. to 90.9 mhz.

■ WMNF (88.5 mhz) Tampa, Fla.—Seeks mod. of CP(BPED-780814AR) to change ERP to 100 kw; change HAAT to 519.25 ft., and make changes in ant. system. Ann. Mar. 8.

■ New (93.5 mhz) Lahaina, Hawaii—Seeks CP to change TL; change HAAT to 1,307 ft., and change ERP to .16 kw. Ann. March 8.

■ KRBU (104.9 mhz) Pocatello, Idaho—Seeks mod. of CP(BPH-810731) to change TL, and change HAAT to 1,120 ft. Ann. March 12.

■ *WBUR (90.9 mhz) Boston, Mass.—Seeks CP to change TL, and to change ERP to 9.1 kw. Ann. March 12.

■ *WMAA-FM (91.3 mhz) Jackson, Miss.—Seeks CP to change ERP to 100 kw; change HAAT to 761 ft.; make changes in ant. system, and change trans. site. Ann. March 12.

■ WMAV (90.3 mhz) Oxford, Miss.—Seeks CP to change ERP to 100 kw; change HAAT to 1,244 ft., and make changes in ant. system. Ann. March 8.

■ WMAB (89.9 mhz) Mississippi State, Miss.—Seeks CP to change ERP to 63 kw; change HAAT to 1,084 ft., and make changes in ant. system. Ann. March 8.

■ WJSU (88.5 mhz) Jackson, Miss.—Seeks CP to change ERP to 100 kw; change HAAT to 204 ft., and make changes in ant. system. Ann. March 8.

■ KKEE (94.3 mhz) Alamogordo, N.M.—Seeks mod of CP to change TL; change ERP to 3 kw and change HAAT to 384 ft. Ann. March 8.

■ WKKJ (93.3 mhz) Chillicothe, Ohio—Seeks CP to change ERP to 22.1 kw. Ann. March 6.

■ WUBE (105.1 mhz) Cincinnati—Seeks CP to change ERP to 13.8 kw. Ann. March 8.

■ *WIRR (90.9 mhz) Virginia/Hibbing, Minn.—Seeks mod. of CP(BPED-830228AB) to change ERP to 20.8 kw, and change HAAT to 552.26 ft. Ann. March 6.

■ *WCAL-FM (89.3) Northfield, Minn.—Seeks CP to change ERP to 23.5 kw; change HAAT to 1,317.15 ft., and move ant. Ann. March 6.

■ KTXN (98.7 mhz) Victoria, Tex.—Seeks CP to change ERP to 100 kw; make changes in ant. system, and change HAAT to 245.6 ft. Ann. March 6.

■ WKEE (100.5 mhz) Huntington, W.Va.—Seeks CP to change TL; change ERP to 50 kw, and change HAAT to 492 ft. Ann. March 6.

TV applications

Accepted

■ New (ch.17) Tuscaloosa, Ala.—Seeks MP to change ERP(vis) to 1306.8 kw, (aur) to 130.68 kw; change HAAT to 607 ft., and move SL outside the community of license. Ann. March 12.

■ KTTY (ch. 69) San Diego—Seeks MP to change ERP-(vis) to 4,820 kw, (aur) to 482 kw; change HAAT to 1,952 ft.; and change TL. Ann. March 6.

■ KEKR-TV (ch. 62) Kansas City, Kan.—Seeks MP to change ERP(vis) to 1,950 kw, (aur) to 195 kw, and change HAAT to 1,120 ft. Ann. March 6.

■ KCHF (ch.11) Santa Fe, N.M.—Seeks MP to change ERP(vis) to 85.7 kw, (aur) to 17.1 kw, and change HAAT to 2,028 ft. Ann. March 5.

■ New (ch. 68) Humaco, P.R.—Seeks MP to change ERP-(vis) to 90.2 kw, (aur) to 9 kw; change TL, and change HAAT to 1,984 ft. Ann. March 5.

AM actions

■ WIQR (1410 khz) Pratville, Ala.—Granted app. for CP to change TL. Action Feb. 23.

■ WKAC (1080 khz) Athens, Ala.—Granted app. for CP to increase critical hours. Action Feb. 28.

■ KVVA (860 khz) Phoenix—Returned app, for CP to increase day power to 10 kw, and change to DA-2. Action March 6.

■ KEWQ (930 khz) Paradise, Calif.—Granted app. for mod. of CP(781030AJ) to reduce night power and make changes to ant. sys.

3/27/84
C1750-1

The Fifth Estate

Broadcasting Mar 26

GET TO
THE HEART
OF YOUR
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Lifetime™

HEARST/ABC-VIACOM ENTERTAINMENT SERVICES

20314GARNEQ6681 GEA JUN/84
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BETHESDA MD 20814

53d Year 1984

Vol. 106 No. 13

Broadcasting ▱ Mar 26

Deregulation talks go on in the House without NAB □ "At Large" with CBS's Thomas Wyman □

HOLD IT □ Goldwater and 14 other senators write letter to Fowler asking the FCC to take no action on financial interest/syndication for at least two years. **PAGE 27.**

TALKS GO ON □ Despite NAB pressures to the contrary, House Telecommunications Subcommittee members continue work on deregulation bill. **PAGE 27.**

EIGHTH FLOOR SHOWDOWN □ TRAC's Sam Simon blasts FCC approach and deregulatory course of Chairman Fowler, walks out of en banc hearing. **PAGE 28.**

VIDEO ITEM □ On agenda for Intelsat board is proposal for organization to get into video services. **PAGE 29.**

DOORS CLOSE □ National News Council folds. **PAGE 30.**

MIXED DECISIONS □ Supreme Court backs broadcasters in case involving lowest unit rate requirements for political ads; two libel cases go against news media. **PAGE 31.**

BOARD VOTES □ Most incumbents are re-elected to NAB's radio and television boards. **PAGE 33.**

AT LARGE □ In candid interview with BROADCASTING editors, CBS chairman and chief executive officer, Thomas Wyman, discusses CBS today and tomorrow under his leadership, and addresses major issues affecting that company and the industry at large. **PAGES 36-46.**

ROLLING WHEEL □ *Wheel of Fortune* gains momentum in the contest for highest-rated syndicated program. **PAGE 46.**

NATPE LIST □ List of 177 shows that NATPE International considers fall prospects is released. **PAGE 47.**

NO BUM STEER □ Wendy's 'Where's the beef?' commercial tagline is rapidly becoming part of everyday vernacular. **PAGE 57.**

TAKEOVER TRUCE □ Rupert Murdoch sells 5.5 million shares back to Warner, thus ending his takeover bid. **PAGE 59.**

WESTWOOD HO □ Westwood One files with SEC for public stock offering, signs satellite deal with RCA. **PAGE 60.**

CLOSING IN □ ABC and CBS near settlement with Writers Guild of America, although CBS's Los Angeles contingent wants out of negotiations and union. **PAGE 60.**

TANNER IN COURT □ Media General files lawsuit against William B. Tanner, claiming more than $230 million in damages. **PAGE 61.**

PRIVATE USE □ Two bills are introduced to clear up legality of home earth station use in receiving satellite signals. **PAGE 64.**

RESTRUCTURING □ In wake of Mulholland departure, NBC reorders top executives. **PAGE 70.**

WIRED AND WIRELESS NATION □ Microband's Mark Foster sees room for both multichannel media in America's communications future. **PAGE 95.**

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Business Briefly

Ad Vantage

Local/retail TV grows. According to Television Bureau of Advertising, local/retail television advertising climbed by 16% in 1983 to $2,979,171,600. Largest percentage gain by category was registered by personal services (beauty shops and supplies, legal services and photographers), up 52% to more than $30 million. Others posting substantial gains were household services, up 24% to more than $125 million; automotive, up 33% to almost $281 million, and retail services, up 27% to almost $71 million. Single largest advertiser in 1983 in local/retail television advertising, according to TVB, based on Broadcast Advertiser Reports figures, was McDonald's Corp., with more than $105 million, up 12%. The top 25 local/retail advertisers follow:

	Advertiser	*1982*	*1983*	*% change*
1.	McDonald's Corp.	$105,024,400	$ 94,148,400	+12
2.	Pillsbury Co. (Burger King)	49,538,900	31,951,100	+55
3.	Pepsico Inc. (Pizza Hut, Taco Bell)	49,084,500	34,027,000	+44
4.	Wendy's International	31,224,200	18,035,100	+73
5.	Dayton-Hudson Corp.	25,321,700	19,271,100	+31
6.	Federated Department Stores	24,546,000	24,446,900	0
7.	General Mills (Red Lobster Inns)	24,189,000	32,920,200	−27
8.	Sears Roebuck & Co.**	22,864,100	13,812,400	+66
9.	R.J. Reynolds Industries (Kentucky Fried Chicken)	19,837,400	15,687,700	+26
10.	Lucky Stores Inc.	19,673,600	16,817,700	+17
11.	The Kroger Co.	19,608,800	14,672,500	+34
12.	Safeway Stores Inc.	19,435,500	18,867,300	+ 3
13.	Imasco Ltd. (Hardees, Burger King)	18,452,300	16,170,900	+14
14.	Jerrico Inc. (Long John Silver)	18,091,700	20,807,900	−13
15.	Winn Dixie Stores Inc.	18,018,600	13,789,500	+31
16.	American Stores	17,872,100	20,863,300	−14
17.	Gulf + Western Inc. (movies)	17,466,300	17,977,500	− 3
18.	J C Penney	16,255,900	14,048,600	+16
19.	Ralston Purina Corp. (Jack-in-the-Box)	15,800,700	8,914,600	+77
20.	BAT Industries, PLC	15,535,900	15,045,000	+ 3
21.	May Department Stores Co.	15,031,200	7,815,400	+92
22.	Aamco Industries Inc.	14,411,400	12,878,800	+12
23.	Cotter & Co. (True Value Hardware)	13,909,700	14,122,500	− 2
24.	Southland Corp.	12,720,100	5,455,400	+133
25.	MCA Inc. (movies)	12,510,600	9,250,300	+35

** Includes $3,460,400 for Sears Financial Network and $1,873,100 for Coldwell Banker Real Estate in 1983, and $790,000 for Coldwell Banker in 1982.

□

Disney's minority accent. Mingo-Jones Advertising, New York, has prepared radio and print advertising for Walt Disney Productions aimed at minority audiences. Campaign, to cost about $1.5 million this year, will spotlight all divisions of company, including Walt Disney World, Epcot Center and Disneyland. Between May and December there will be series of 60-second radio commercials carried on about 100 affiliated stations of National Black Network. Commercials will be broadcast 15 times per week over 22 weeks. Agency also is in process of creating TV commercial that will supplement radio and print efforts.

□

Claims against advertising. Ten challenges to national advertising, including five on television, were resolved during month of February by National Advertising Division of Council of Better Business Bureaus. NAD agreed that claims made by Eastman Kodak in TV commercial for Trimprint Instant color film had been substantiated. Modified or discontinued were TV commercials for National Coffee Association, Seven-Up Co., Beecham Inc. (Sominex 2 sleep aid) and Coca-Cola Co. (diet Coke).

□

ANA/RAB. Association of National Advertisers/Radio Advertising Bureau annual workshop—event designed to highlight trends in radio advertising—has been slated for June 6 at Waldorf-Astoria hotel in New York. Scheduled to keynote day-long affair is J. Jeffrey Campbell, president and chief executive officer of Burger King, who plans to discuss his company's radio advertising strategy.

TV ONLY

U.S. Olympic Training Committee □ Fund-raising effort will be spotlighted in one-week flight in 111 markets, starting on various days in April. Commercials will be carried during late fringe and various times on weekends. Target: adults, 25-54. Agency: Kaiser Kuhn Bennett & Sharp, Atlanta.

Johnson Fishing Reels □ Campaign will begin in Kansas City, Mo., in early April and in Minneapolis in early May for four weeks over eight-week period. Commercials will be carried in early and late fringe and news. Target: men, 18-49. Agency: William L. Baxter, Minneapolis.

Conwood Corp. □ Various insecticides will be spotlighted in 10- to 12-week campaign beginning April 9 over 20 weeks. Spots will air in 82 markets in daytime, early and late fringe and news. Target: women, 25-54. Agency: Tucker Wayne & Co., Atlanta.

Minnesota Mutual Life □ Various types of insurance will be promoted in one-week flight to begin in late April in Lansing and Flint-Saginaw, Mich. Commercials will be scheduled in all dayparts. Target: adults, 25-49. Agency: Carmichael-Lynch, Minneapolis.

Nationwide Insurance □ Four-week flight will air in 30 markets beginning April 9. Spots will appear in early and late news, late fringe and sports. Target: men, 25-54. Agency: Ogilvy & Mather Partners, New York.

BMW □ Campaign for automobiles will begin April 2 in 45 markets. Spots will air for four weeks in early and late news and prime time. Target: men, 25-54. Agency: Ammirati Puris, New York.

Conair □ Campaign highlighting Curl Air hair-styling wand will begin May 13 and run for three weeks in eight markets. Spots will air in all dayparts, with emphasis in teen-oriented programing. Target: women, 18-34 and teen-agers. Agency: in-house, Edison, N.J.

Ciba Geigy □ Agricultural chemicals will be advertised in five markets, beginning in late April and in May for about nine weeks. Commercials will run in all dayparts on gardening shows. Target: adults, 18-plus. Agency: Dancer Fitzgerald Sample, New York.

Isaly Inc. □ Klondike ice cream bars will

1983, *Feud* recorded a 16/28 Nielsen compared to an 11/18 last November on KSDK-TV which was carrying *Entertainment Tonight* in that time period.

And in Kansas City, where *Wheel* and *Feud* go against each other at 6:30 p.m., *Wheel* came in just behind *Feud* by two share points. *Wheel* on KMBC-TV scored a 12/22 compared to *Feud* on KCTV(TV) which recorded a 13/24 in the February sweeps. However, that was the first sweeps period for *Wheel* in that market. Last November, KCTV won by a wider margin when *Feud's* 17/32 outperformed *PM Magazine* on KMBC-TV with an 8/16.

The Milwaukee Arbitron also shows a share decline for *Feud* against *Wheel*. In the February Arbitron sweeps, *Wheel* scored a 17/30 on WITI-TV at 6:30 p.m., up from a 14/25 last November and a 9/16 in February 1983 when WITI-TV carried *Entertainment Tonight* in that period. *Feud*, carried on WTMJ-TV, had a 12/21 in the most recent February sweeps, compared to a 12/22 last November and a 17/30 in the preceding February.

During the November 1983 sweeps, *Wheel* beat *Feud* in 13 of the 17 markets where the shows competed head-to-head. Those markets were Baltimore; Charleston, S.C.; Columbus, Ohio; Dallas; Greenville-Spartanburg, S.C.-Asheville, N.C.; Milwaukee; Mobile, Ala.; Orlando, Fla.; Philadelphia; Phoenix; Sacramento, Calif., and South Bend, Ind. *Wheel* again surpassed *Feud* in those markets, on top of Chicago, Philadelphia and Washington, as mentioned above.

Jack Kelley, vice president, off-network sales, Viacom, reported that 70% of *Feud* stations in the top 35 markets that play directly against *Wheel* have renewed the program for a fifth season. (Viacom only had 30% renewals going into NATPE.) "We're very bullish about the fact that we have several more years of life left and Viacom is 1000% behind the show," he said. Kelley pointed out that over 90% of the Nielsen books of the top-50 markets are in, and that *Feud* is ranked either number one or number two in 64% of those markets. "That's not bad news," he emphasized.

Al Jerome, president of the NBC Television Stations, which all carry *Family Feud* in syndication, acknowledged that "*Wheel* has been an effective game show," but added, "I'm certainly not willing to conclude that *Feud* is not going to come back—it's a little too early to tell." Jerome also said he thought *Feud* had lost ground in Chicago and Washington—two of the markets where NBC owns television stations—for different reasons. In Chicago, he explained, competitor WLS-TV dropped a portion of its local news to program *Wheel* and thus NBC-owned WMAQ-TV lost "an opportunity to counterprogram." In Washington, however, Jerome said it looked more as though *Wheel* had simply cut into *Feud*. He also noted that when *Wheel* premieres in New York, it goes against *Feud's* strongest market, where it's lately been averaging 27 shares in the Nielsen books.

King World will introduce *Wheel* in New York within the next week on WCBS-TV at 7:30 p.m., replacing *2 on the Town*, the in-house production that has been canceled. On March 5, *Wheel* will go on the air in Los Angeles on independent KCOP(TV), which will air it opposite the three network newscasts. At present, the show is carried in about 105 markets. ☐

Post-NATPE program marketplace

177 out of 300-plus shows presented at February market still show signs of life

NATPE International has issued a list of 177 programs that are still considered prospects for a start this year. The total compares to 161 in 1983, 167 in 1982, 235 in 1981 and 149 in 1980.

Excluded are a dozen recently issued feature film packages, as well as titles offered by small companies that did not take exhibit space on the Moscone Center floor or in a local hotel at NATPE.

At the 21st annual market in San Francisco, last Feb. 9-14, NATPE counted more than 300 programs offered by 205 distributors. Of those titles still in the running, a breakdown by category reveals that, once again, information (including news and magazines) and variety (including music and music video) are the leading categories, with 32 entries each, followed by drama with 27 new entries. There are 18 documentaries compared to nine last year; 15 game shows (10 last year); 11 children's shows (same as last year); 10 comedies (three in 1983); 10 instructional (11 last year); 10 sports (13 last year); eight talk (six last year), and four docudramas (the same as 1983).

One asterisk denotes a show offered on a barter basis, two asterisks mean the show is a cash-plus-barter deal.

Title	No. Episodes—Length	Category	Distributor
The Accident	1 1-hr	doc.	Euramco
Action Makes 2	5 ½-hours	sports	Pennzoil Film
All-New $100,000 Name That Tune	½-hr strip	game	Sandy Frank
American Health	24 ½-hrs	info	Syndicast
America's Choice*	26 ½-hrs	info	All American TV
America's Greatest Kids	½-hrs	info	Dan Robinson
Amor Gitano	194 1-hr	drama	Radio Caracas TV
The Antiques Detective	52 2-min.	info	Ivanhoe
Anything for Money	½-hr strip	game	Paramount TV
Baker Street Boys	8 ½-hrs	drama	Fremantle
Being Your Best**	90 ½-hrs	info	20th Century-Fox TV
Bergerac	29 1-hr	drama	Lionheart
Bienvenida Esperanza	70 1-hr	drama	Radio Caracas TV
Big East Basketball	25 games	sports	Metrosports
Bill Burrud's Animal Action Adventure	½-hr strip	doc	American TV Dist.
Bizarre	100 ½-hrs	comedy	Viacom
Bobby Vinton Show*	13 1-hr	variety	Worldvision
Body Machine	26 ½-hrs	doc	Goldcrest Films
Braun & Company	200 1-hr	info	Multimedia
Britannica Films Phenomenal World	22 ½-hrs	doc	Silverbach-Lazarus
Bubbles Beach	26 ½-hrs	comedy	American Pacifica
The Bubblies	52 5-min.	children	Goldcrest Films
Call of The West	52 ½-hrs	drama	Acama Films
Card Sharks	260 ½-hrs	game	Firestone Program
Carson's Comedy Classics	½-hrs	comedy	Columbia
A Case in Point	120 ½-hrs	info	20th Century-Fox TV
Celebrate America	3 1-hr	info	All American TV
Celebrity Bullseye	195 ½-hrs	game	Colbert TV Sales
Celebrity Quiz	65 30-sec.	game	Sherry Grant
Century: Story Of Our Time	39 ½-hrs	info	WW Entertainment
Charles Dickens Classics	6 90-min	children	20th Century-Fox TV
Cheerleaders Show	26 ½-hrs	variety	American TV Dist.
Chrysler College Bowl	26 ½-hrs	game	Lorimar
Clips	½-hr strip	variety	King World
Connections	10 1-hr	doc	Lionheart
Cornelia Connelly	8 1-hr	drama	Tribune Ent.
Cornucopia	5 90-sec	info	DWJ Associates
Dance Class With Annabel	4 ½-hrs	instruct	TWS-TV Sales
The Dance Show	13 1-Star	variety	All American TV
Daps	52 ½-hrs	drama	Euramco
Days Of Infamy	27 1-hr	drama	Radio Caracas TV
Dazzle Dancin'*	13 ½-hrs	variety	Four Star
Dick Clark Presents Rock 'n Roll Years	1 2-hr	variety	On The Air
Divorce Court	160 ½-hrs	docudrama	Blair Entertainment
Don Kirschner's Crazy Nights	26 1-hr	variety	MGM/UA
Dr. Deke, The Pet Vet	52 2-min	instruct.	Ivanhoe
Dr. Wayne Dyer Talks to America	175 ½-hrs	talk	Firestone Programs
Dreams of Gold	6 ½-hrs	sports	One Pass Media
El Show de Lopez	39 1-hr	comedy	Radio Caracas TV
Essence*	26 ½-hrs	info	Essence TV
Eureka Stockade	4 1-hr	drama	Telepictures
Every Second Counts	½-hr strip	game	Group W Prod.
The Everyday Gourmet	52 2-min	instruct.	Ivanhoe
Explore	13 1-hr	doc	Silverbach-Lazarus
The Explorers	14 1-hr	doc	Acama Films
Fame	24 1-hr	drama	MGM/UA
Families In Conflict	30 ½-hr	talk	Silverbach-Lazarus
Fantasias Musicales	7 1-hr	children	Radio Caracas TV
Far Pavilions	6 1-hr	drama	Goldcrest Films
Female Of The Species*	24 ½-hrs	info	Embassy
Fighting Sticks	2 40-min	doc	Western-World
Fit And Female	52 2-min	info	Ivanhoe
Flash Frame	26 ½-hrs	game	Centerpoint
FM-TV '84	26 1-hr	variety	On The Air
Follow Fun	52 30-sec	info	Sherry Grant
Fortunate Few	½-hr strip	drama	Lorimar

Title	No. Episodes—Length	Category	Distributor
From Hawaii With Love	1 2-hr	variety	Lexington
The Gallavants	5 ½-hrs	children	Mediafare
Gardening in America	52 ½-hrs	instruct	Blanchard Prods.
Gary Deeb on TV	39 ½-hrs	talk	Multimedia
Gastank	6 50-min.	variety	Goldcrest Films
The Glumps	26 6-min	children	Mediacast TV
Golden Globe Awards	1 2-hr	variety	Syndicast
Golden Link*	8 ½-hrs	sports	Lexington
The Good Life*	52 ½-hrs	info	Columbia, K&E
Grand Old Country	26 ½-hrs	variety	Acama Films
Great American Garden Tips	260 2-min	instruct	Television Synd.
Great Independent Basketball	20 games	sports	Metrosports
Greats of the Game*	13 ½-hrs	sports	DFS Program
Grover's TV Diner	26 ½-hrs	comedy	All American TV
Growing Up Healthy	52 2-min	info	Ivanhoe
Growing Young*	½-hr strip	info	PSS/Donnelly
Guilty or Innocent	52 ½-hrs	game	Genesis
Hitler and His Generals	6 1-hr	drama	Golden West
Hollywood Hooligans	26 ½-hrs	children	Columbia
Honeymoon Weekend	26 ½-hrs	comedy	American Pacifica
HOT*	½-hr strip	variety	Group W Prods.
How We Learned to Ski	6 ½-hrs	instruct	Goldcrest Films
Interacter	65 1-min	game	Colbert TV Sales
In Touch with Sally Jessy Raphael	½-hr strip	talk	Multimedia
It Isn't Easy	2 1-hr	doc	Western World
Jacques Cousteau Amazon Series*	3 2-hr	doc	Turner
Jeopardy	½-hr strip	game	King World
The Jesse Owens Story*	4 1-hr	drama	Paramount TV
Jimmy Dean Country Beat	39 ½-hrs	variety	Television Synd.
Killer	3 1-hr	drama	Fremantle
Lifestyles of the Rich and Famous*	26 1-hr	info	TV Program Ent.
The Littlest Hobo	96 ½-hrs	children	Telepictures
Living Tomorrow	58 ½-hrs	info	Western World
Local Program Network	weekly 1-hr	info	LPN Distribution
Long Search, The	13 1-hr	doc	Lionheart
Magnificent Music Machine*	26 ½-hrs	game	20 Century-Fox TV
Major Mars	65 ½-hrs	comedy	Orion
Make It Easy In Your Kitchen	66 22-sec	instruct	Program Marketing
Malcolm Douglas Adventures	13 1-hr	doc	Euramco
Marisela	71 1-hr	drama	Radio Caracas TV
Mike Douglas Presents	3 1-hr	variety	Centerpoint
Money Minutes	52 2-mins	info	Ivanhoe
Moore Report, The	6 1-hr	doc	Fox/Lorber
Music Magazine*	½-hr strip	variety	Music Magazine
National Lampoon	½-hr strip	comedy	Golden West
New Business	26 ½-hrs	info	American TV Dist.
New High Rollers	½-hr strip	game	Orion
New Let's Make A Deal	½-hr strip	game	Telepictures
New York Hot Tracks*	26 90-mins	variety	Golden West
Notre Dame Football '84	11 games	sports	Metrosports
On Location	52 ½-hrs	info	Baron Enterprises
On the Square	26 ½-hrs	info	Vitt Media
On Stage America*	26 2-hrs	variety	Metromedia
Other Views, Other Voices	26 ½-hrs	info	Centerpoint
Outlook	52 2-mins	info	Syndicast
Pathfinders	13 1-hrs	drama	Excel Telemedia
Paul Ryan Show	½-hr strip	talk	Cannon
The Peppercorns	26 ½-hrs	variety	Centerpoint
Prescription For Your Health	60 30-secs	info	Program Marketing
A Private View	8 ½-hrs	variety	TSW-TV Sales
Proudly Presents	120 ½-hrs	talk	Acama Films
Puttin' On the Hits	26 ½-hrs	game	MCA TV
Reel to Real	13 ½-hrs	info	Dabar Productions
Return to Eden	6 1-hr	drama	Worldvision
Riding High	6 ½-hrs	children	Western World
Risking It All	26 ½-hrs	docudrama	Western World
Rituals	260 ½-hrs	drama	Telepictures
Rock 'n America*	21 1-hr	variety	Centerpoint
Rock Palace*	13 1-hr	variety	Lexington
Rock Show	26 ½-hrs	variety	Entervision
Rocky Joe	65 ½-hrs	children	Almi TV
Rovers	24 ½-hrs	variety	Blair Entertainment
Rush	13 1-hr	drama	Western World
SCTV Network	156 ½-hrs	comedy	Blair Entertainment
Secrets of the Coast	7 ½-hrs	doc	TSW-TV Sales
Sentimental Journey	3 1-hr	variety	Centerpoint
Shogun Warriors	130 ½-hrs	children	Acama Films
Sizzle	26 ½-hrs	variety	Centerpoint
The Songmakers	6 ½-hrs	variety	TSW-TV Sales
Stan Brock's Expedition	26 ½-hrs	docudrama	Metromedia
Staying Healthy	26 ½-hrs	instruct	Madison Intl.
Story of an African Farm	6 ½-hrs	drama	Western World
The Super Chargers	13 ½-hrs	sports	Mediacast TV
Super Country Superstars	3 1-hr	variety	Acama Films
A Talent for Murder	1 90-min	drama	Centerpoint
Tales from the Darkside	23 ½-hrs	drama	Lexington
Tax Tips	60 22-secs	info	DFS
Terrorvision	156 9-mins	drama	Excel Telemedia

Behind the scenes

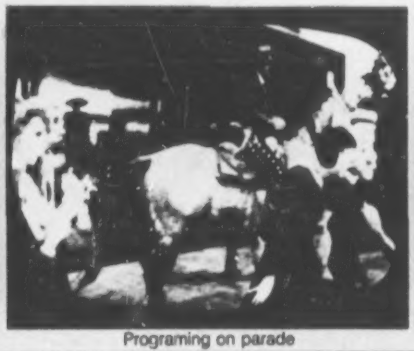
CBS's *60 Minutes* explored the world of syndicated programing in a story broadcast March 19 on the 21st annual NATPE conference which took place last month in San Francisco. The report featured many familiar names, including syndicator Sandy Frank; Lucille Salhany of Taft Broadcasting; MCA executives Al Rush, Don Menchel and Shelly Schwab; Dick Robertson of Telepictures, and David Henderson of Outlet Broadcasting,plus snippets from both old and new programs being offered.

Correspondent Morley Safer in his introduction described the show as a "billion-dollar flea market... even the huge Moscone Center, soon to be the site of the Democratic convention, is too small to contain all the past, present and future schlock--and quality programs--that will be bought, sold and traded here." As part of the report, *60 Minutes* cameras trailed Salhany and Jim Johnson, program director at KFTY-TV Santa Rosa, Calif., as they shopped the suites at the Fairmont and Moscone Center floor for new programs.

60 Minutes also captured the square-off regarding the pros and cons of cash-plus-barter programing debated by Telepictures' Robertson and Outlet's Henderson, with Henderson protesting that cash-plus-barter programing has cut into station profits by taking away station inventory.

The *60 Minutes* story also followed Sandy Frank behind-the-scenes as he made attempts to pitch his new show *The New $100,000 Name That Tune*. In one scene Safer interviews Frank, who tells him NATPE is "outright trench warfare this year. It's kill or be killed, and when I go out there to get an order, I go for the jugular..."

Sandy Frank (l) on the job


Programing on parade

Morley Safer

Title	No. Episodes—Length	Category	Distributor
That's Life	½-hr strip	info	Blair Entertainment
This Is Me	52 ½-hrs	children	Ivanhoe
This Week in Hockey	20 ½-hrs	sports	World Events
This Week's Music	½-hr strip	variety	Viacom
This Year in Country Music	52 ½-hrs	variety	Jim Owens
Three in the Wild	3 1-hr	doc	Fremantle
Together Again	130 ½-hrs	drama	Western World
Too Close for Comfort	26 ½-hrs	comedy	D.L. Taffner Ltd.
Top 40 Videos	½-hr strip	variety	Columbia
The Tripods	13 ½-hrs	drama	Fremantle
Two Per Cent	8 ½-hrs	drama	Fremantle
UCLA Football '84	11 games	sports	Metrosports
US Festival	6 1-hr	variety	Centerpoint
Vantage Point	½-hr strip	info	LPN Distribution
Voyage of Charles Darwin	7 1-hr	docudrama	Lionheart
Wards of the Street	1 1-hr	doc	King World
Wine Programme	6 ½-hrs	info	Goldcrest Films
Women of the World	13 ½-hrs	doc	Goldcrest Films
Wonderful World of Adventure	26 ½-hrs	doc	Acama Films
The World	26 ½-hrs	instruct	Acama Films
The World in Flames	3 2-hr and 6 90-min	doc	Euramco
Yan Can Wok	130 1-min	instruct	Mediacast TV
Your Choice for the Film Awards	1 2-hr	variety	On The Air

Off-Network series

Title	No. Episodes—Length	Category	Distributor
All New Popeye	65 ½-hrs	children	King Features
Archie Bunker's Place	97 ½-hrs	comedy	Embassy
Austin City Limits Specials	2 3-hr and 3 90-min	variety	Fremantle
Barbara Mandrell & The Mandrell Sisters	23 1-hr	variety	Syndicast
Best Of Groucho	130 ½-hrs	game	WW Entertainment
Branded	48 ½-hrs	drama	Leo A. Gutman
The Chisolms	6 1-hr	drama	All American TV
Co-Ed	52 ½-hrs	info	Scholastic Prods.
Dukes Of Hazzard	165 ½-hrs	comedy	Warner Bros. TV
Dynasty	118 1-hr or 236 ½-hrs	drama	Metromedia
The Facts Of Life	153 ½-hrs	comedy	Embassy
Fall Guy	111 1-hr	drama	20th Century-Fox TV
Fat Albert And The Cosby Kids	93 ½-hrs	children	Group W Prod.
Fox Hollywood Theatre	8 2-hr	drama	20th Century-Fox TV
Fox Mystery Theatre	13 90-min	drama	20th Century-Fox TV
The Greatest American Hero	42 1-hr	comedy/drama	Lexington
Gumby	26 ½-hrs	children	Ziv
Heathcliff	13 ½-hrs	children	Lexington
Hennesy	96 ½-hrs	comedy	Leo A. Gutman
Hill Street Blues	138 1-hr	drama	Victory Television
Kids' Writes	17 ½-hrs	children	Fremantle
Little House On The Prairie	3 2-hr	drama	Worldvision
Loving	½-hr strip	drama	Fremantle
Magnum	129 1-hr	drama	MCA TV
Mr. Wizard's World	26 ½-hrs	children	Fremantle
Mystery Movies	124 90-min & 2-hr	drama	MCA TV
Plasticman	130 ½-hrs	children	Arlington
Saturday Night Specials	8 90-min	comedy	Fox/Lorber
Scenes From A Marriage	6 1-hr	drama	Almi Television
Smurfs	80 ½-hrs	children	TV Program Ent.
Too Close For Comfort	63 ½-hrs	comedy	D.L. Taffner, Ltd.
Trapper John, M.D.	154 1-hr	drama	20th Century-Fox TV
Voyagers*	20 1-hr	drama	MCA TV
You Can't Do That On TV	52 ½-hrs	children	Fremantle

CBS celebrates Washington past and present

Leahy and Kehrl

CBS-TV, proud as punch over its upcoming eight-hour mini-series, *George Washington*, brought much of the cast and many of the responsible executives to Washington last week for a preview and celebration in tandem with General Motors, sole sponsor (at $10 million-$12 million) of the April 8, 10 and 11 event. The CBS contingent was led by Thomas Leahy, executive vice president of the broadcast group, GM's by Vice Chairman Howard H. Kehrl. Among the attending dignitaries (as they appear in the pictures below): Barry Bostwick, who plays the title role; Patty Duke Astin, playing Martha Washington; Walter Cronkite; Secretary of Defense Caspar Weinberger; FCC Commissioner James Quello; CBS-TV President Tony Malara; actress Laraine Stephens and her husband, producer David Gerber; Alan Levin, executive vice president, and B. Donald (Bud) Grant, president, both of CBS Entertainment, and Linda Fernandez.

Bostwick, Astin and Cronkite

Weinberger

Quello and Malara

Stephens and Gerber

Levin, Grant and Fernandez

Active indies

Independent television stations put up a strong fight in at least two of the metered markets during the February Nielsen and Arbitron rating sweeps (BROADCASTING March 12). What follows are two metered markets—Philadelphia and Detroit—where at least one of the independent stations outperformed the local affiliates in the early fringe, evening news or prime access periods:

Philadelphia

Nielsen numbers in the 5-6 p.m. local news period show that independent WTAF-TV tied or surpassed CBS-owned WCAU-TV and NBC affiliate KYW-TV. At 5-5:30 WTAF-TV carries *What's Happenin'* and scored a 9/17 in Nielsen and a 7/14 in Arbitron. Between 5:30 and 6, WTAF-TV airs *Laverne & Shirley*, and recorded a 10/18 in Nielsen and an 8/15 in Arbitron. WPHL-TV for the hour programs *Little House on the Prairie*, and scored a 5/10 Nielsen and a 5/9 Arbitron.

Those compare to local news on WCAU-TV which recorded a 9/17 Nielsen and an 8/16 Arbitron. And KYW-TV had a 5/10 in Nielsen and a 5/9 in Arbitron for its local news hour. (WPVI-TV won the period far and away with over 30 shares in both services).

The two independent stations also beat out KYW-TV and WCAU-TV in both services during the third half-hour of local news from 6-6:30. During that period, WTAF-TV programs *Happy Days*, and earned an 11/19 Nielsen and a 9/16 Arbitron, while WPHL-TV with *Barney Miller* recorded a 7/11 Nielsen and a 5/9 Arbitron. In local news, KYW-TV had a 5/9 Nielsen and a 5/8 Arbitron, while WCAU-TV had a 9/16 in both services. WPVI-TV maintained the lead with a 33 share in Nielsen and a 42 share in Arbitron.

When all three affiliates have their network news feeds between 6:30 and 7, WTAF-TV runs *M*A*S*H* and scores a 12/19 Nielsen and a 11/18 Arbitron, while WPHL-TV programs *The Jeffersons* and racks up a 9/15 Nielsen and a 7/11 Arbitron.

At 7-7:30, when all five stations in the market run syndicated programing, WTAF-TV runs a second half-hour of *M*A*S*H* episodes and scores even higher—a 12/20 in both Nielsen and Arbitron. WPHL-TV has *Three's Company* and scores an 8/14 Nielsen and a 7/11 Arbitron.

Detroit

Of the two independents in the Detroit market, WKBD-TV won 5-8 against the market's other independent, WXON(TV) and ranked second behind WXYZ-TV beating the other affiliates and non affiliates in the market.

At 5, WKBD-TV carries *Mork and Mindy* and earned a 7/15 Nielsen and a 9/18 Arbitron, and at 5:30-6, WKBD-TV airs *Laverne & Shirley* and scored an 11/21 Nielsen and a 12/21 Arbitron. During the hour, WXON(TV) carries *Buck Rogers*, which averaged a 7/14 in Nielsen and a 6/10 in Arbitron.

At 6, WKBD-TV runs *Happy Days Again* and earned an 11/21 Nielsen and a 13/21 Arbitron, while at 6:30-7 it runs *WKRP in Cincinnati*, and recorded a 12/22 Nielsen and a 14/22 Arbitron. From 6 to 7, WXON(TV) programs *B.J. and Lobo*, and recorded an average 6/10 in Nielsen and a 6/9 for the first half hour and 7/11 for the second half-hour in Arbitron.

From 7-7:30, WKBD-TV runs *M*A*S*H* and garnered a 14/23 Nielsen and a 13/20 Arbitron, while at 7:30-8 it airs *Three's Company* and picked up a 14/21 Nielsen and a 15/21 Arbitron. WXON-TV carries *Vega$* during the hour, and averages a 4/7 Nielsen and a 5/8 Arbitron. ☐

Reliving flight #90. On an unusually snowy day in January 1982, 74 passengers enroute to Tampa, Fla., perished in the icy waters of the Potomac river in Washington, when Air Florida flight #90 crashed after takeoff. At 9 p.m. NYT on April 1, NBC will recreate that tragedy when it telecasts ***Flight #90: Disaster on the Potomac.*** Billed as a "recreation of the human drama surrounding the crash and the incredible heroism of those involved" in the rescue of the five survivors, the two hour made-for-TV movie intercuts actual news footage of the accident with staged dramatizations of events leading to the accident. The dramatizations are based on the official National Transportation Safety Board report, NBC said.

At a press conference held by NBC in Washington last week to promote the film were (l-r): Roger Olian, a Washington sheet-metal worker who jumped into the frigid water to rescue the victims, and Nikki Felch, one of the five survivors, who said they thought the film accurately recounted their experiences. They were joined at the meeting by actor Richard Masur, who plays Olian, and Barry Schiff, an airline pilot who served as the film's technical adviser.

ABC comes away with a win

ABC-TV moved into the winner's column in the prime time ratings for the week ended March 18, taking it with a Nielsen rating/share average of 16.8/27, three-tenths of a rating point better than CBS-TV's 16.5/26 and two rating points ahead of NBC-TV's 14.8/24.

ABC won the week even though it won only two nights, while CBS won three and NBC two. ABC did it by winning big on the nights it did win and coming close—less than a rating point out of first place—on two of the nights it lost. ABC took Wednesday and Saturday, CBS took Thursday, Friday and Sunday and NBC took Monday and Tuesday nights.

Rank	Show	Network	Rating/Share
1.	Dynasty	ABC	24.6/38
2.	Dallas	CBS	24.4/39
3.	Magnum, P.I.	CBS	23.6/37
4.	60 Minutes	CBS	23.5/38
5.	A-Team	NBC	22.9/33
6.	People's Choice Awards	CBS	22.3/36
7.	Hotel	ABC	22.0/38
8.	TV's Bloopers and Practical Jokes	NBC	21.6/32
9.	Falcon Crest	CBS	21.0/37
10.	Why Me	NBC	20.8/32
11.	Second Sight: A Love Story	CBS	20.5/33
12.	Dean Martin Celebrity Roast	NBC	19.9/31
13.	Absence of Malice	ABC	19.4/32
14.	Scarecrow & Mrs. King	CBS	19.2/26
15.	Love Boat	ABC	19.0/32
16.	Alice	CBS	18.6/28
17.	Hardcastle & McCormick	ABC	18.5/28
18.	Facts of Life	NBC	18.5/28
19.	Her Life As a Man	NBC	18.3/29
20.	Hill Street Blues	NBC	18.2/30
21.	Matt Houston	ABC	17.6/31
22.	Webster	ABC	17.4/28
23.	Hart to Hart	ABC	17.3/29
24.	Fall Guy	ABC	16.9/27
25.	Family Ties	NBC	16.9/26
26.	Gimme A Break	NBC	16.8/27
27.	Trapper John, M.D.	CBS	16.7/28
28.	Knight Rider	NBC	16.7/25
29.	Diff'rent Strokes	NBC	16.5/29
30.	Silver Spoons	NBC	16.5/28
31.	Foulups, Bleeps & Blunders	ABC	16.3/24
32.	Cheers	NBC	16.0/24
33.	Fantasy Island	ABC	15.6/29
34.	Scarecrow Mrs. King	CBS	15.6/23
35.	Suzanne Pleshette Show	CBS	15.4/24
36.	Night Court	NBC	15.4/24
37.	T.J. Hooker	ABC	15.1/26
38.	Three's Company	ABC	15.1/22
39.	Benson	ABC	15.0/25
40.	AfterMash	CBS	15.0/22
41.	a.k.a. Pablo	ABC	14.9/21
42.	Lottery	ABC	14.7/22
43.	St. Elsewhere	NBC	14.6/25
44.	Domestic Life	NBC	14.6/22
45.	Murder Me, Murder You	CBS	14.5/26
46.	Newhart	CBS	14.4/22
47.	Blue Thunder	ABC	14.3/23
48.	Automan	ABC	14.2/21
49.	Mississippi	CBS	13.9/20
50.	Mama's Family	NBC	13.7/23
51.	Oh Madeline	ABC	13.6/20
52.	Master	NBC	13.4/22
53.	The Border	NBC	13.4/21
54.	Ripley's Believe It or Not	ABC	12.7/21
55.	Lynda Carter Special	CBS	12.6/21
56.	20/20	ABC	12.1/20
57.	Buffalo Bill	NBC	12.1/18
58.	One Day At A Time	CBS	11.8/19
59.	Mama Malone	CBS	11.3/17
60.	Emerald Point, N.A.S.	CBS	10.6/17
61.	Yellow Rose	NBC	9.6/17
62.	Decision '84	NBC	9.3/16
63.	Chu Chu & Philly Flash	CBS	9.3/15
64.	Whiz Kids	CBS	8.8/15
65.	Two Marriages	ABC	8.6/14
66.	Legmen	NBC	7.7/12
67.	New Show	NBC	6.3/11
68.	First Camera	NBC	6.2/10
69.	LaRouche Political	NBC	4.9/9

Bates predicts slight rise in C-P-M

Agency's analysis of past 10 years shows media costs quickly following increases in consumer price index, but not so quickly following when it goes down

Ted Bates Advertising, New York, says media costs are slow to respond when inflation rates decline but quicker to react when inflation is on the rise.

Bates offers details in a report on "Media Cost-Per-Thousand Trends: 1975-84," the latest in a long series of annual trend analyses by the agency.

Although inflation as measured by the Consumer Price Index (CPI) dropped from 11% in 1980-81 to 6% in 1982, the report concludes, the first real drops in media costs-per-thousand (C-P-M) did not occur until 1983—and were still higher than the inflation rate, which by then was down to 3%. This year, with signs that inflation is inching up again, Bates expects that media costs will, too. But its projections anticipate "only moderate" C-P-M increases.

The report, by Bates's media information and analysis division, tracks cost efficiencies (C-P-M's) and advertising expenditures for nine media elements for the decade from 1975 through 1984. Unlike the agency's previous trend studies, it does not track trends in unit costs and audiences; officials say that with so many changes in the media universe in recent years—the explosion in the number of radio networks, for one example—such trend numbers have been "too artificial."

In 1983, when C-P-M increases began to respond to the decline in the inflation rate, the report says, "most media increases were of a single-digit nature with the exception of only two media—network radio and newspapers, which experienced a 10% increase.

"Daytime network television experienced one of the lowest increases in C-P-M (5%) while spot television saw a slightly higher rise (8%). Evening network television saw a sharp decline from its excessive 1982 C-P-M increase [of 24%] to a more moderate 7%. Magazines and outdoor both rose 6%. Outdoor's 6% rise was the first single-digit increase for the medium in several years. Finally, national supplements had one of the lowest C-P-M increases at 5%."

For 1984, the report notes that the Conference Board anticipates a 6% rise in the CPI, double the 1983 rate. Media C-P-M's in general will probably follow suit, the report continues but adds that "these increases should only be moderate."

"While media costs were slow to react to a decline in the inflation rate," the analysis observes, "this does not appear to be the case when an increase in the inflation rate is predicted.

Advertisers viewing 1984 in a more positive light could take the position that with inflation expected to increase substantially, inflationary-adjusted 'real' C-P-M increases should be moderate or nonexistent."

Specifically, the study expects that network radio and spot radio should maintain their 1983 rates of increase at 10% and 7%, respectively; that daytime network TV should come in at an increase of 8% and evening network television at a slightly higher 11% increase; that magazines and supplements should both increase slightly to about 7%, with newspapers declining slightly to 7% and outdoor up modestly to 8%.

The analysis doesn't buy the widespread belief that the Olympics and election-year campaigning will send TV media costs up. "These two factors combined might have some effect on network costs," the report says, "but the effect, if any, should be minimal. In fact, when examining the effect the Olympics and the elections have had on media costs in the past, no apparent or consistent trend emerges."

As in earlier analyses, Bates characterizes 1976-79 as "boom years" when "there was

Cost-Per-Thousand Trends

	Day Net TV	Eve Net TV	Spot TV	Magazines	Newspapers	Supplements	Spot Radio	Net Radio	Outdoor	CPI
1975	100	100	100	100	100	100	100	100	100	100
1976	125	108	125	102	110	103	112	110	106	105
1977	161	136	131	111	119	122	122	119	115	112
1978	174	149	131	122	129	124	129	129	127	122
1979	182	167	143	131	139	134	135	135	142	135
1980	203	190	154	147	153	147	145	145	157	153
1981	218	203	162	163	173	163	155	155	173	169
1982	238	251	176	181	191	183	164	166	191	179
1983	250	269	190	193	210	192	176	182	202	185
1984 (est.)	270	298	208	206	225	205	188	200	219	196

Average Yearly Percent Increase in C-P-M

Category	1976-79	80-81	1982	1983	1984*
Daytime network TV	+17	+9	+9	+5	+8
Evening network TV	+14	+10	+24	+7	+11
Spot TV	+10	+6	+9	+8	+9
Network radio	+8	+8	+7	+10	+10
Spot radio	+8	+7	+6	+7	+7
Magazines	+7	+9	+11	+6	+7
Supplements	+8	+10	+12	+5	+7
Newspapers	+9	+9	+10	+10	+7
Posters	+9	+10	+10	+6	+8
CPI	+8	+11	+6	+3	+6

* projection

National Expenditure Trends

	Day Net TV	Spot TV	Magazines	Newspapers Supplements	Net Radio	Outdoor
1975	100	100	100	100	100	100
1976	124	133	122	121	120	115
1977	150	136	148	132	132	132
1978	172	161	177	139	148	140
1979	199	177	200	160	160	161
1980	222	201	215	177	185	165
1981	242	230	241	204	215	190
1982	269	269	253	221	235	211
1983	303	297	287	242	254	236

Tables report trends in index form with 1975, the base year, indexed at 100. These estimates are based on unit costs of 30 seconds for TV and network radio, 60 seconds for spot radio, one page four-color for magazines, milline black and white for newspapers, one page four-color for supplements and 100 showing for outdoor through 1981; 1982-84 based on increases in 50 showing. CPM's are based on women 18+ for day network, total persons 2+ for evening network; TV households for spot TV, persons 12+ for radio; circulation for magazines, newspapers and supplements; and total population for outdoor. Sources for audience information are: network and spot TV—A.C. Nielsen; network radio—RADAR; spot radio—Arbitron; magazines—Magazine Publishers Association; newspapers—Newspaper Advertising Bureau; supplements—Standard Rate and Data; outdoor—Outdoor Bureau and estimates. CPI is based on increases in yearly average rather than December to December. Figures for 1984 are Ted Bates's estimates generally a dramatic increase in C-P-M's across all media, especially among the television elements analyzed." In 1980-81, the report continues, "the rate of the media C-P-M increases abated somewhat...specifically in the all-important television area, even though the annual inflation rate increases in the 1980-81 period averaged 11% yearly." Bates found it "gratifying that none of the media elements' C-P-M increases in this inflationary period exceeded the CPI level [11%]."

Then, in 1982, the CPI's rate of increase dropped to 6%, the report notes, but the C-P-M percentage increases remained pretty much what they were in 1980-81--except for prime time television which showed an "alarming" 24% rise. "Thus," the report continues, "with inflationary pressure subsiding and the media C-P-M increases holding fast, or increasing substantially in the case of prime time, the spread between media C-P-M and CPI increases widened substantially."

The report also looks at trends in advertising volume and finds that growth there has exceeded the growth in the gross national product (GNP) in every year but one since 1976, "and is expected to continue to do so in 1984." (The one exception was 1977, when both advertising volume and GNP grew by 12%.) In 1982, advertising volume grew 10% to the GNP's 4%, "the most dramatic difference between the two measures in the decade [and] perhaps indicative of the sluggish economy of 1982."

In 1983 advertising volume increased by 13% while the GNP growth rate doubled to 8%, and this year Bates estimates ad volume will rise by 14% and GNP by 10%. The report notes that advertising volume as a percentage of GNP has increased steadily since 1975, reaching 2.27% last year and projected to 2.36% in 1984--"levels that have not been seen since the '60's." ☐

Wendy's kind of commercial

In the two-and-a-half months since "Where's the beef?" was first uttered by a little old lady, the hamburger chain's sales have skyrocketed

Wendy's International and its national agency, Dancer Fitzgerald Sample, New York, have no beef at all about their "Where's the beef?" television commercials.

In fact, Wendy's and DFS are exultant. The phrase has become a national craze, gripping the country like an epidemic and showing no immediate signs of losing its virulence after 11 weeks on the air. "Where's the beef?" has been spread by word of mouth in offices and restaurants and by politicians and comedians and may well go down in the annals of advertising lore along with "I wonder where the yellow went," "You can be sure if it's Westinghouse," and, back 40 years, "Lucky Strike green has gone to war."

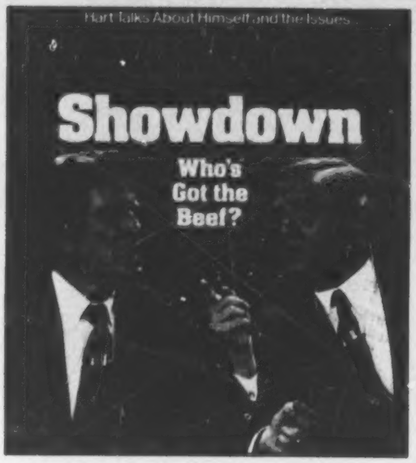
What pleases Wendy's and DFS is that "Where's the Beef?"is much more than a pungent rejoinder. It seems to be a catalyst for sales. According to Bob Reed, senior vice president and management supervisor at DFS, the "beef" commercial has helped business at Wendy's 2,600 hamburger restaurants. Reports from restaurant managers on January and February sales, he said, show that business has improved markedly. In addition, Reed added, ongoing tracking studies that DFS conducts for Wendy's point to improved acceptance of the Wendy single hamburger over the past five or six weeks.

Reed noted that originally Wendy's "big beef" commercial was scheduled to run for only four weeks starting Jan. 9. The commercials' popularity led to another four-week flight with a second spot using the same catch phrase. That flight ends this week. For January-February of 1983, Wendy's had no investment in television; this year the tab for the two months will be in the $15-$20 million range. The spearhead is prime time advertising on the three networks, supplemented by local and national television in more than 100 markets.

The "Where's the beef" catch phrase received one of its earliest and most potent boosts a few weeks after the commercial's initial exposure when President Reagan called the astronauts circling in space. The President mentioned that "Nancy wants to know, " 'where's the beef?' "

Walter Mondale used the line in a nationally telecast debate as a retort to Gary Hart, and Mondale supporters appropriated the phrase as an unofficial campaign slogan ("Ad Vantage," March 19). Two weeks ago Johnny Carson used the line as the basis of his monologue. The phrase has been used at college sports events, in church sermons and in comic strips and political cartoons, according to DFS.

The commercial focuses on three elderly women who have bought hamburgers (not Wendy's) with large, fluffy buns but little meat. They complain about it at an unmanned service counter and one character keeps calling to the back, "Where's the beef?" A voice-over announcer says, "At Wendy's, the hamburger we modestly call a 'Single' has more beef than the Big Mac or Whopper... Wendy's kind of people never ask, "Where's the beef?' "

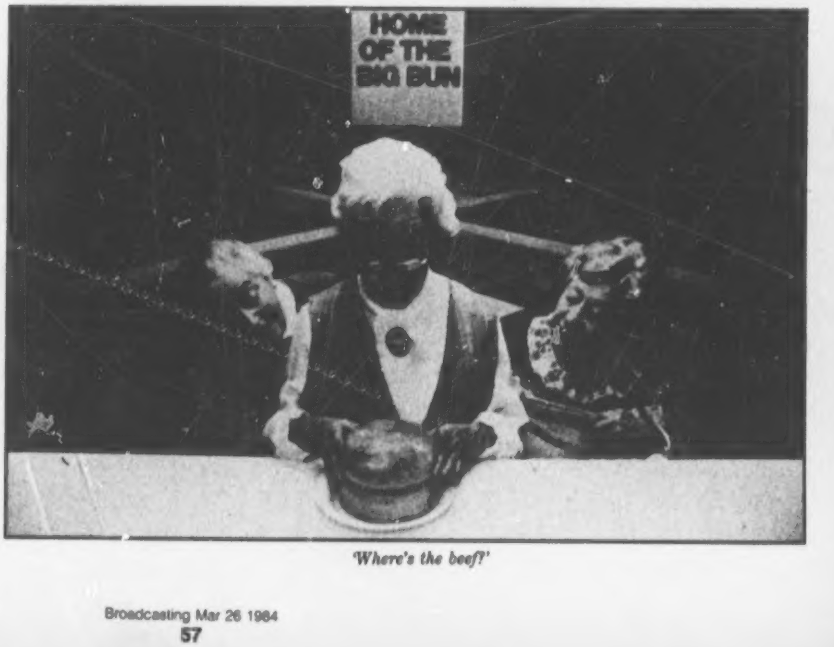

Hart Talks About Himself and the Issues
Showdown
Who's Got the Beef?

A DFS spokesman said T-shirts, buttons, underwear and other articles have appeared all over the country with the line and with likenesses of the three women who appear in the spot. (The "WTB" line is now a registered trademark.)

Bob Reed points out that Clara Peller, the over-80 former manicurist who voices the line, has become an instant celebrity. There are Clara Peller fan clubs all over the country and she has been invited to appear on dozens of TV talk shows.

Reed says that after the completion of the second four-week flight this week, the results will be discussed and evaluated and a decision made on how to proceed.

The TV commercial was produced by Sedelmaier Productions in Chicago. Cliff Freeman of DFS wrote the copy. The agency producer was Susan Scherl and the agency art director was Donna Weinheim. Did Dancer anticipate the phenomenon that would emerge from the beef commercial? According to Freeman, who wrote the copy, "Not at all; we all thought it was a good commercial, but no one could predict its wide acceptance." ☐


HOME OF THE BIG BUN

'Where's the beef?'

■ Vero Beach, Fla.—Vero Beach Radio Inc. seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: 7020 Woodbridge Circle, Boca Raton, Fla. 33434. Applicant is corporation owned by Harry and Helen Reiner (25% each), husband and wife, and Simon and Marilyn Goldman (25% each), husband and wife. They have interest in licensee of WTTB(AM) Vero Beach, Fla. (Harry Reiner 20%, Helen Reiner 2.8%, Simon Goldman 10%, Marilyn Goldman 10%). Harry Reiner has 20% interest in licensee of WLBE(AM) Leesburg, Fla. The Goldmans have interest in CP for new TV at Brunswick, Ga. Samuel Goldman has 80% interest in licensee of WJTN(AM)-WWSE(FM) Jamestown, N.Y.; WLKK(AM)-WLVU(FM) Erie, Pa.; WVMT(AM) Burlington, Vt.; WSYB(AM)-WRUT(FM) Rutlan, Vt., and WUWU(FM) Wethersfield Township, N.Y. Filed March 9.

■ Vero Beach, Fla.—Verocom Broadcasting seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 7255, Baltimore, Md. 21218-0255. Applicant is corporation owned by Alex A. Nolfi, president (51%), and Dr. James Frenkil (49%). They have no other broadcast interests. Filed March 8.

■ Vero Beach, Fla.—Women Broadcasters of Florida seeks 101.7 mhz, 3 kw, HAAT: 328 ft. Address: 3926 Versailles Drive, Tampa, Fla. 33614. Applicant is general partnership of Suzette M. Berkman (50%) and Roberta Berkman (50%), sisters-in-law. Monroe Berkman, husband of Suzette, and Stephen Berkman, husband of Roberta, each own 1½% of outstanding common stock of Associated Communications Corp., licensee of WPGR(AM) and WSNI-FM, both Philadelphia; WPIT-AM-FM Pittsburgh; WTYM(AM) Tampa, Fla.; WNYS-AM-FM Buffalo, N.Y.; WPXN(AM)-WPXY-FM Rochester, N.Y., and WSTV(AM)-WRKY(FM) Steubenville, Ohio. Filed March 9.

■ *Augusta, Ga.—Family Stations Inc. seeks 89.1 mhz, 2kw-U, HAAT: 1,475 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Applicant is nonprofit Calif.-based corporation promoting religious programing and headed by Harold Camping. It is licensee of eight FM's and two AM's, assignee of FM and applicant for two TV's and 24 other noncommercial FM's, including Cincinnati (see below). Filed March 9.

■ Waimea, Hawaii—Janus Inc. seeks 99.1 mhz, 100 kw, HAAT: 488 ft. Address: 1662 Willowmont Ave., San Jose, Calif. 95124. Applicant is owned by Richard A. Bowers (34%), Margaret M. Rohrer and Janis Muller (33% each). All three also have app. for new AM at Waimea, Hawaii. Thomas F. Muller, husband of Janis, has interests, along with Bowers, in app.'s for new AM's at Hialeah and Pine Hills, both Florida, and Marina, Calif. Both have interest, along with Raymond E. Rohrer, husband of Margaret, for new AM at Grover City, Calif. Filed March 2.

■ *Somerset, Ky.—Somerset Educational Broadcasting Foundation seeks 90.5 mhz, 15 kw-U, HAAT: 590 ft. Address: 2034 N. Highway 39, Somerset, Ky. 42501. Applicant is nonprofit educational charitable trust headed by trustees, including David Carr, pastor. It has no other broadcast interests. Filed March 8.

■ *Fitchburg, Mass.—Fitchburg State College seeks 91.3 mhz, 100 w, HAAT: minus 134 ft. Address: 160 Pearl St., Fitchburg, Mass. 01420. Applicant is four-year state college, headed by Dr. Vincent J. Mara, president. Filed March 5.

■ Orchard, Neb.—Jerrell E. Kautz seeks 105.3 mhz, 100 kw, HAAT: 525 ft. Address: 4521 25th St., Columbus, Neb. 68601. Kautz has app.'s pending for new UHF TV in McCook, Neb.; new FM in Downs, Kan.; new FM in Hill City, Kan., and is building new AM at Imperial, Neb. He also owns 40% of KZMC Inc., which operates KZMC-FM McCook, Neb. Kautz' wife, Kathy, is app. for new FM at Imperial, Neb., and has no other broadcast interests. Filed March 12.

■ *Syracuse, N.Y.—Family Stations Inc. seeks 90.3 mhz, 900 w, HAAT: 162 ft. Applicant has also filed app.'s for other new noncommercial FM's, including one at Birmingham, Ala. (see above). Filed March 1.

■ Wellsville, N.Y.—Herman B. Hogsed seeks 93.5 mhz, 1.5 kw, HAAT: 393.6 ft. Address: 5201 Atlantic Blvd. #49, Jacksonville, Fla. 32207. Hogsed is chief operator with WAIV-FM and WOKV-AM, both Jacksonville, Fla. Filed March 12.

■ *Wilson, N.C.—Family Stations Inc. seeks 90.5 mhz, 5 kw, HAAT: 281 ft. Applicant has also filed other app.'s for other new noncommercial FM's, including one at Birmingham, Ala. (see above). Filed Feb. 29.

■ *Cincinnati—Family Stations Inc. seeks 90.1 mhz, 5.7 kw-U, HAAT: 383 ft. Also applicant for new noncommercial FM at Augusta, Ga. Filed March 9.

■ Alva, Okla.—Drain Broadcasting Co. seeks 94.3 mhz, 900 w, HAAT: 526 ft. Address: 6231 I-40 West #205, Amarillo, Tex. 79106. Applicant is partnership of Sharon C. Blevins Drain (51%) and husband, George W. Drain (49%). They have no other broadcast interests. Filed March 9.

■ Alva, Okla.—Women, Handicapped Americans and Minorities for Better Broadcasting seeks 94.3 mhz, 3 kw, HAAT: 300 ft. Address: 200 East Albert Parkway, McAlester, Okla. 74502. Applicant is corporation owned by Brian A. Dodge, president (20%), Nelson (Chico) Morales (40%), Marrian Akley (20%) and Timothy Aaron Big Pond (20%). Dodge and Morales are principals in pending FM app. for ch. 228A Harwichport, Mass. Dodge also has 15% stock in Masterpiece Communications, licensee of WVRS(FM) Waterbury, Conn. Dodge's mother, Etta M. Dodge, is director in Harwichport, Mass., FM app. Filed March 12.

■ *Frederick, Okla.—Southwest Chistian Media Inc. seeks 91.5 mhz, 100 kw, HAAT: 506. Address: 1[illegible] South Main St., Frederick, Okla. 73542. Applicant is owned by Richard Melvin Hazel, president. Filed March 5.

■ [CP] Healdton, Okla.—TAP Communications Inc. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 1005 Rockford Rd., Ardmore, Okla. 73401. Applicant is owned by Ashley D. Parrish (51%) and husband, Thomas W. (49%). TAP is currently app. for LPTV CP on ch. 51 Muskogee, Okla. Richard C. Parrish, brother of Thomas W. Parrish, and wife, Linda, each own 50% stock in Parrish Broadcasting System Inc., licensee of KMUS(AM) Muskogee, Okla. Linda Parrish also owns 50% stock in Trail of Tears Communications Inc., permittee of KRLQ(FM) Muskogee, Okla. Filed March 9.

■ McAlester, Okla.—Megacom Broadcasting seeks 104.9 mhz, 1.45 kw, HAAT: 454 ft. Address: 1st & Carl Albert Parkway, McAlester, Okla. 74501. Applicant is owned by Randy Dunn, pres. (80%), Anthony Ashmore (15%) and Mark Emmons. They have no other broadcast interests. Filed March 9.

■ McAlester, Okla.—Women, Handicapped Americans and Minorities for Better Broadcasting seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Also applicant for new FM at Alva, Okla. (see above). Filed March 9.

■ *Erie, Pa.—Family Stations Inc. seeks 88.1 mhz, 10 kw, HAAT: 658 ft. Applicant has also filed other app.'s for new noncommercial FM's, including one at Birmingham, Ala. (see above). Filed March 2.

■ *Lancaster, Pa.—Spanish American Civic Association for Equality seeks 91.3 mhz, 80.04 w, HAAT 125.25 ft. Address: 545 Pershing Ave., Lancaster, Pa. 17602. Applicant is nonprofit educational institution. Adele Valentine is chairman. It has no other broadcast interests. Filed March 9.

■ Saluda, S.C.—Saluda Broadcasters seeks 92.1 mhz, 2.45 kw, HAAT: 328 ft. Address: Route 3 Box 677, Saluda, S.C. 29138. Applicant is limited partnership of Joyce C. Smith, general partner (51% O, 100% VS) and Don Smith, limited partner (49% O). They have no other broadcast interests. Filed March 13.

Summary of broadcasting
as of January 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,736	163	4,899
Commercial FM	3,540	415	3,955
Educational FM	1,131	176	1,307
Total Radio	9,407	754	10,161
FM translators	762	431	1,193
Commercial VHF TV	535	22	557
Commercial UHF TV	334	222	556
Educational VHF TV	110	4	114
Educational UHF TV	173	25	198
Total TV	1,152	273	1,425
VHF LPTV	190	76	266
UHF LPTV	72	105	177
Total LPTV	262	181	443
VHF translators	2,865	188	3,053
UHF translators	1,889	213	2,202
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

■ San Angelo, Tex.—Earshot Broadcasting Inc. seeks 98.7 mhz, 92.6 kw, HAAT: 1,290 ft. Applicant is owned by James Gregory Thomas, president (49%) and Sylvia Price Thomas, vice president (51%). They have no other broadcast interests. Filed March 8.

■ Appomattox, Va.—Calvin Wayne Campbell seeks 102.7 mhz, 17 kw, HAAT: 776 ft. Address: Rt. 1 Box 225, Forest, Va. 24551. He has no other broadcast interests. Filed March 12.

■ Newcastle, Wyo.—Thomas A. Voss Enterprises Inc. seeks 99.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 481 Newcastle, Wyo. 82701. Applicant has no other broadcast interests. Filed Feb. 29.

TV's

■ McCook, Neb.—Jerrell E. Kautz seeks ch. 16; ERP: 1,000 kw vis., 200 kw aur.; HAAT: 586 ft. Address: 4521 25th St., Columbus, Neb. 68601-0000. Principal is proprietorship wholly owned by Kautz. Kautz also owns 40% of KZMC Inc., licensee of KZMC-FM McCook, Neb.; holds CP for new AM at Imperial, Neb., and is app. for new FM's at Hill City, Kan.; Downs, Kan., and Orchard, Neb. Filed March 12.

■ Hamilton, Ohio—Miami Valley Radiotelephone seeks ch. 25; ERP: 26.3 kw vis., 2.63 kw aur.; HAAT: 417.25 ft. Address: 1591 Boyle Rd., Hamilton, Ohio 45013-1899. Applicant is owned by Richard L. Plessinger Sr., who has no other broadcast interests. Filed March 8.

Ownership changes

Applications

■ WDLK(AM) Dadeville, Ala. (1450 khz, 250 kw-U)—Seeks transfer of control of Fidelity Broadcasting Inc. from Barry Ingram (30% before; none after) and Joseph E. Marshall (40% before; none after) to Frank L. Pearson (30% before; 90% after) and Harlen H. Brown (none before; 10% after). No monetary consideration involved. Brown is station's general manager. Filed March 14.

■ WFAN-AM-FM Stonington, Conn. (102.3 mhz, 3 kw, HAAT: 260 ft.)—Seeks assignment of license from Mystic Stonington Broadcasting Corp. to Shoreline Communications Inc. for $825,000, including $800,000 cash. Seller is majority owned by Danny C. Lennon. He is also 50% owner of WASY(AM) Gorham, Me. Buyer is owned by David J. Quinn and wife, Barbara A. (33⅓% jointly); their son, David J. Quinn, and William P. Egan (33⅓% each). Edward and Barbara Quinn are also applicants for new FM at Chatham, Mass. David Quinn is general manager of WNLC(AM)-WTYD(FM) New London, Conn. Egan is partner in Boston-based venture capital firm, Burr, Egan & Deleage. Filed March 8.

■ WNRK(AM) Newark, Del. (1260 khz, 1 kw-D)—Seeks involuntary assignment of license from Cook Broadcasting Inc. to Alfred R. Campagnone, receiver. Assignor is owned by William S. Cook and wife, Judith W. Neither have other broadcast interests. Assignee was appointed by Court of Chancery for New Castle County, Delaware (case no. 7386), after assignor defaulted on $425,000 loan from Heller-Oak Communications Finance Corp. Filed March 6.

■ WJBF(TV) Augusta, Ga. (ABC, ch. 6, 100 kw vis., 20 kw aur., HAAT: 1,370 ft.) and WTVM(TV) Columbus (ABC, ch. 9, 284 kw vis., 52.5 kw vis., HAAT: 1,650 ft.), both Georgia; KGVO(AM) (1290 khz, 5 kw-U) and KCAP-AM-FM Helena (1340 khz, 1 kw-D, 250 w-N; FM: 103.1 mhz, 3 kw), both Montana, and WAPA-TV San Juan, P.R. (ch. 4, 53.7 kw vis., 8.1 kw aur., HAAT: 2,865 ft.)—Seeks transfer of control of Western Broadcasting Co. from certain shareholders (100% before; none after) to SFN Companies Inc. for $116 million cash, subject to adjustments. (see "Top of the Week," Jan. 16). Filed March 9.

■ WTVJ(TV) Miami (CBS, ch. 4, 100 kw vis., 20 kw aur., HAAT: 950 ft.); WZZM—TV Grand Rapids, Mich. (ABC, ch. 13, 295 kw vis., 63 kw aur., HAAT: 1,000 ft.); WWHT(TV) Newark, N.J. (ch. 68, 55 kw vis., 11 kw aur. (CP: 2,667 kw vis., 266 kw aur.) HAAT: 968 ft.); WSNL-TV Smithtown, N.Y. (ch. 67, 1,280 kw vis., 208 kw aur., HAAT: 440 ft.); WLOS-TV Asheville, N.C. (Greenville, S.C.) (ABC, ch. 13, 170 kw vis., 19.6 kw aur., HAAT: 2,804 f.), and KVOS-TV Bellingham, Wash. (CBS, ch. 12, 229 kw vis., 45.7 kw aur., HAAT: 1,370 ft.).—Seeks assignment of license from Wometco Enterprises Inc. to Wometco Broadcast Acquisition Corp. for estimated $400 million. Sale is part of $842 million dollar leveraged buyout of Wometco Enterprises, which also owns cable systems and soft drink bottling company (see "Top of the Week," Sept. 26, 1983). Filed Nov. 29, 1983.

■ KIDA-FM Ida Grove, Iowa (92.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from The B.F. Broad-

4/2/84
C1750-1a

The Fifth Estate

Broadcasting Apr 2

HOW MINNEAPOLIS-ST. PAUL NEARLY BECAME LOS ANGELES.

It was a real danger there for a while. Once people got hip to the Twin Cities incredible prosperity – we do, for example, have the fourth highest median family income in the country* – mass immigration was sure to follow. The prospect was terrifying.

Instead of our nice people in their dutch colonials, we'd end up with a bunch of game show hosts, drive-in health spas, and goodness knows what all. We had to do something. In desperation, we made up this outrageous story about how it gets really cold here. We even said it sometimes gets down to thirty below! People actually fell for it. Needless to say, we felt terrible about telling such a fib. But it worked, and here we sit undisturbed in our secret paradise on the prairie, just two million quiet folks who are perfectly well-adjusted. And incredibly well-heeled.

KSTP-TV 5 abc

On top of a most civilized market.

*Among 25 largest metro areas. Source: 1980 U.S. Census. For more information, call KSTP-TV Sales at (612) 646-5555 or your nearest Petry office.

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Broadcasting ▪ Apr 2

FCC authorizes stereo TV; ups attribution limits
ABC wins February sweeps
"At Large" with NRBA's Bernie Mann

WHERE THINGS STAND ☐ BROADCASTING's quarterly look at the unfinished business of electronic communications begins on **PAGE 15**.

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STEREO TV ☐ FCC authorizes stereo television, postpones action on cable carriage of stereo on must-carry signals. **PAGE 31.**

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on this society."

□ The public medium's local programing, as contrasted to the national service, "is more myth and rhetoric than reality."

□ And while urging PBS stations to avoid entering the expensive competition for local news, he also suggested they avoid "acquiring a schedule full of second-rate movies, shabby British comedies and off-network reruns."

□ The Corporation for Public Broadcasting, Grossman said, should get out of the program business, distributing federal funds directly to stations and eliminating its own program fund "so that CPB can be free to evaluate and criticize the system's programing performance without being mired in its own conflicting role."

Grossman was introduced by CPB Chairman Sharon Rockefeller, who called him "the PBS president who put public television where it belongs: up at the head table of broadcasting," and who called him "a fascinating mixture of purpose and pizzazz." □

ABC wins February sweeps

It comes out on top in Arbitron market-by-market calculations; CBS is second, NBC is third

ABC won the prime time Arbitron February market-by-market sweeps race, but by a smaller margin than it won for the same period a year ago. The margins are still wide enough, however, that none of the networks dispute who won; the only disagreement—principally because of different computation methods—is over the margin of victory.

The results are based on Arbitron-supplied ratings from 145 markets. They also include only prime time periods when all three networks are programed against one another—all local prime time programing has been excluded. However, ABC's computations included programs that extended past prime time (11 p.m. NYT) or were delayed locally and shown in other dayparts. On the other hand, CBS does not include either runovers or delayed broadcasts in its computations.

According to ABC's figures—based on 209 markets—ABC recorded 16,045,000 households per average quarter hour in prime time during February, 2.8% ahead of CBS's 15,602,000 households and 22.8% ahead of NBC's 13,062,000.

And ABC fared even better, according to CBS researchers. CBS computed—based on the 209 Arbitron markets—that its average quarter-hour prime time audience was 15,453,000 households, 4% behind ABC's 16,095,000 but 21.8% ahead of NBC's 12,691,000. In February 1983, according to CBS researchers, CBS households lagged 13.7% behind ABC's households and 23.8% ahead of NBC's in the Arbitron market-by-market sweeps.

CBS researchers report that CBS audiences fell off slightly compared to February 1983 levels (71,000 fewer homes) but that ABC saw its audience levels fall by 1,885,000 households, principally because last year's audience levels were abnormally inflated due to *Winds of War*. (CBS also says that the 3% loss in total network viewership can be traced to *Winds of War*'s effect on last year's HUT [homes using television] levels.)

NBC, according to CBS researchers, was the only network to gain audience after comparing February 1984 and February 1983 sweep results—it picked up 600,000 households.

According to ABC researchers, CBS led in 70 markets, ABC affiliates took first place in 65 markets and NBC was first in 14. ABC says it tied for first place with CBS in three markets.

CBS researchers report that network came in first in 67.8 markets, while ABC placed first in 63.3 markets and NBC was first in 13.8 markets. (CBS uses a split-point system for ties.) CBS reports it placed first in 16.8 more markets this year compared to last year, while ABC lost a first place showing in 20.7 markets.

Both ABC and CBS calculated that NBC placed third in about 90 markets—14 fewer than last year, according to CBS.

□

The chart beginning below was developed by BROADCASTING from compilations of Arbitron market-by-market reports by CBS. Household numbers are in thousands (add 000) per average quarter hour (8-11 p.m. Monday-Saturday and 7-11 p.m. Sunday). Boldface numbers indicate market winner. A dash (—) indicates no primary affiliate in the market. An asterisk shows a new station in the market or an affiliation change between February 1983 and February 1984 sweeps. The 1984 sweeps period was Feb. 1-28. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska and St. Thomas, V.I. □

ADI (rank)	1984 households (000)		
	ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	19	19	**28**
Albany, Ga. (150)	8	—	**59**
Albany-Schenectady-Troy, N.Y. (51)	**110**	88	68
Albuquerque, N.M. (62)	**89**	53	60
Alexandria, La. (163)	—	—	**38**
Alexandria, Minn. (178)	—	**40**	—
Alpena, Mich. (208)	—	**7**	—
Amarillo, Tex. (115)	**44**	29	29
Anniston, Ala. (192)	—	**16**	—
Ardmore-Ada, Okla. (172)	11	**25**	—
Atlanta (16)	218	**236**	172
Augusta, Ga. (103)	44	**53**	27
Austin, Tex. (82)	50	**57**	37
Bakersfield, Calif. (147)	**31**	23	22
Baltimore (21)	**216**	179	152
Bangor, Me. (156)	24	**27**	20
Baton Rouge (91)	65	**71**	35
Beaumont-Port Arthur, Tex. (120)	41	**50**	37
Bend, Ore. (203)	—	**6**	—
Billings-Hardin, Mont. (169)	**20**	17	6
Biloxi-Gulfport-Pascagoula, Miss. (179)	**39**	—	—
Binghamton, N.Y. (134)	18	**52**	18
Birmingham, Ala. (48)	**121**	50	106
Bluefield-Beckley-Oak Hill, W.Va. (131)	30	—	**31**
Boise, Idaho (137)	**33**	25	27
Boston (6)	**450**	298	239
Bowling Green, Ky. (187)	**23**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (87)	27	59	**80**
Buffalo, N.Y. (33)	**121**	111	88
Burlington-Plattsburgh, Vt. (93)	20	**50**	34
Casper-Riverton, Wyo. (180)	**18**	9	2
Cedar Rapids-Waterloo, Iowa (76)	**69**	50	50
Charleston, S.C. (111)	39	**51**	35
Charleston-Huntington, W.Va. (43)	70	100	**132**
Charlotte, N.C. (32)	127	**145**	50
Chattanooga (79)	**59**	56	57
Cheyenne, Wyo. (189)	—	**19**	—
Chicago (3)	**564**	487	501
Chico-Redding, Calif. (138)	**33**	28	—
Cincinnati (28)	143	**146**	102
Clarksburg-Weston, W.Va. (162)	—	**30**	20
Cleveland (11)	**344**	249	227
Colorado Springs-Pueblo (105)	**54**	41	32
Columbia, S.C. (90)	37	38	**73**
Columbia-Jefferson City, Mo. (141)	28	**36**	20
Columbus, Ga. (113)	47	**52**	19
Columbus, Ohio (35)	**140**	133	123
Columbus-Tupelo, Miss. (136) *	11	30	**47**
Corpus Christi, Tex. (125)	**37**	29	24
Dallas-Fort Worth (9)	260	**262**	194
Davenport, Iowa-Rock Island-Moline, Ill. (75)	65	66	**69**
Dayton, Ohio (49)	96	**113**	65
Denver (19)	**197**	148	150
Des Moines (67)	65	**75**	69
Detroit (7)	**368**	351	290
Dothan, Ala. (160)	12	**48**	—
Duluth, Minn.-Superior, Wis. (114)	**41**	30	27
El Centro, Calif.-Yuma, Calif. (177)	5	—	**8**
El Paso, Tex. (103)	38	36	**39**
Elmira, N.Y. (165)	**14**	—	13
Erie, Pa. (146)	31	26	**38**

ADI (rank)	1984 households (000)		
	ABC	CBS	NBC
Eugene, Ore. (126)	**39**	33	13
Eureka, Calif. (181)	**12**	**12**	—
Evansville, Ind. (88)	**60**	49	41
Fargo, N.D. (101) *	**45**	35	37
Flint-Saginaw-Bay City, Mich. (56)	**103**	53	96
Florence, S.C. (149)	21	**70**	—
Fort Myers-Naples, Fla. (112)	26	**41**	23
Fort Smith, Ark. (148)	28	**57**	23
Fort Wayne, ind. (95)	**55**	43	41
Fresno, Calif. (65)	59	**65**	41
Gainesville, Fla. (170)	**22**	—	—
Glendive, Mont. (209)	—	**1**	—
Grand Junction, Colo. (185)	11	**16**	—
Grand Rapids-Kalamazoo, Mich. (38)	**115**	99	86
Great Falls, Mont. (176)	**16**	**16**	—
Green Bay, Wis. (69) *	**76**	59	66
Greensboro-Winston Salem-High Point, N.C. (50)	96	**116**	77
Greenville-New Bern, N.C. (98)	33	**60**	57
Greenville-Asheville-Spartanburg, S.C. (36)	101	**133**	120
Greenwood-Greenville, Miss. (174)	**27**	12	—
Harrisburg-Lancaster-Lebanon-York, Pa. (46)	86	84	**99**
Harrisonburg, Va. (196)	**21**	—	—
Hartford-New Haven, Conn. (22)	166	**185**	67
Helena, Mont. (205)	—	—	**5**
Houston (10)	**257**	250	201
Huntsville-Decatur-Florence, Ala. (92)	46	**62**	48
Idaho Falls-Pocatello (157)	15	**20**	19
Indianapolis (24)	**153**	**153**	123
Jackson, Miss. (84)	35	67	**68**
Jackson, Tenn. (183)	**25**	—	—
Jacksonville, Fla. (64)	56	**89**	42
Johnstown-Altoona, Pa. (80)	1	61	**86**
Jonesboro, Ark. (173)	**25**	—	—
Joplin, Mo.-Pittsburg, Kan. (118)	34	**44**	27
Kansas City, Mo. (27)	142	**148**	123
Knoxville, Tenn. (58)	72	**100**	43
La Crosse-Eau Claire, Wis. (129)	23	36	**41**
Lafayette, Ind. (191)	—	**15**	—
Lafayette, La. (109)	43	**72**	—
Lake Charles, La. (168)	—	—	**39**
Lansing, Mich. (98)	—	**58**	38
Laredo, Tex. (198)	—	4	**5**
Las Vegas (102)	**40**	37	32
Laurel-Hattiesburg, Miss. (164)	—	—	**30**
Lexington, Ky. (77)	49	**69**	53
Lima, Ohio (193)	—	—	**14**
Lincoln-Hastings-Kearney, Neb. (89)	36	**53**	16
Little Rock, Ark. (53)	**90**	87	79
Los Angeles (2)	**785**	585	596
Louisville, Ky. (44)	75	**111**	95
Lubbock, Tex. (131)	23	**33**	23
Macon, Ga. (140)	19	**47**	19
Madison, Wis. (106)	46	**54**	32
Mankato, Minn. (197)	—	**13**	—
Marquette, Mich. (184)	—	**23**	—
McAllen-Brownsville, Tex. (120)	**36**	33	20
Medford, Ore. * (152)	—	23	**28**
Memphis (38)	81	**141**	117
Meridian, Miss. (171)	**22**	12	5
Miami (13)	206	**218**	164
Milwaukee (29)	**159**	132	105
Minneapolis-St. Paul (14)	**239**	210	136
Minot-Bismarck-Dickinson, N.D. (142)	—	31	**35**
Missoula-Butte, Mont. (153)	**35**	—	20
Mobile, Ala.-Pensacola, Fla. (61)	68	**94**	63
Monroe, La.-El Dorado, Ark. (114)	10	**74**	25
Montgomery, Ala. (119)	20	28	**62**
Nashville, Tenn. (31)	95	**156**	134
New Orleans (34)	106	**152**	102
New York (1)	**1,142**	1,000	992
Norfolk-Portsmouth, Va. (47)	84	**102**	81
North Platte, Neb. (207)	—	—	**7**
Odessa-Midland, Tex. (144)	26	**32**	22
Oklahoma City (40)	100	**102**	85
Omaha (71)	**91**	69	60
Orlando-Daytona Beach, Fla. (30)	**143**	109	101
Ottumwa, Iowa-Kirksville, Mo. (204)	**22**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (72)	36	**82**	59
Palm Springs, Calif. (186)	**10**	—	5
Panama City, Fla. (175)	21	—	**22**
Parkersburg, W.Va. (194)	—	—	**10**
Peoria, Ill. (100)	**42**	**42**	40
Philadelphia (4)	**596**	427	404
Phoenix-Flagstaff (25)	**146**	144	103
Pittsburgh (12)	**319**	255	150
Portland, Ore. (23)	**155**	125	104
Portland-Poland Spring, Me. (78)	**72**	43	43
Presque Isle, Me. (200)	—	**8**	—
Providence, R.I.-New Bedford, Mass. (41)	**124**	90	102
Quincy, Ill.-Hannibal, Mo. (152)	—	**34**	31
Raleigh-Durham, N.C. (37)	113	**115**	35
Rapid City, S.D. (161)	15	—	**25**
Reno (124)	**37**	21	18
Richmond, Va. (57)	74	**101**	75
Roanoke-Lynchburg, Va. (68)	49	**91**	59
Rochester, Minn.-Mason City, Iowa (139)	**31**	19	30
Rochester, N.Y. (70)	**80**	62	46
Rockford, Ill. (109)	**44**	39	35
Roswell, N.M. (188) *	3	**14**	—
Sacramento-Stockton, Calif. (20)	**177**	133	130
St. Joseph, Mo. (190)	**17**	—	—
St. Louis (18)	196	**220**	178
Salinas-Monterey-San Jose, Calif. (108)	**64**	24	26
Salisbury, Md. (166)	14	**23**	—
Salt Lake City (42)	**110**	98	82
San Angelo, Tex. (195)	—	**12**	—
San Antonio,Tex. (45)	98	**118**	73
San Diego (26)	**137**	118	69
San Francisco (5)	**352**	309	240
Santa Barbara-Santa Maria, Calif. (116)	**33**	22	16
Savannah, Ga. (107)	35	**56**	23
Seattle-Bellingham-Tacoma (15)	**251**	141	155
Selma, Ala. (206)	—	**9**	—
Shreveport, La.-Texarkana, Tex. (55)	79	**94**	64
Sioux City, Iowa (135)	**35**	12	33
Sioux Falls-Mitchell, S.D. (95) *	42	**68**	22
South Bend-Elkhart, Ind. (80)	**54**	**54**	**54**
Spokane, Wash. (74)	**77**	54	49
Springfield, Mass. (96)	**52**	—	44
Springfield, Mo. (82)	23	**64**	60
Springfield-Decatur-Champaign, Ill. (73)	59	**65**	59
Syracuse, N.Y. (66)	**82**	**82**	80
Tallahassee, Fla. (128) *	12	**58**	6
Tampa-St.Petersburg-Sarasota (17)	**229**	217	139
Terre Haute, Ind. (126)	15	**43**	42
Toledo, Ohio (60)	77	**94**	82
Topeka, Kan. (145) *	13	**33**	23
Traverse City-Cadillac, Mich. (132)	22	**53**	31
Tucson, Ariz. (85)	**58**	44	41
Tulsa, Okla. (55)	**94**	79	61
Tuscaloosa, Ala. (188)	—	**12**	—
Twin Falls, Idaho (203)	—	—	**10**
Tyler, Tex. (159)	**56**	—	—
Utica, N.Y. (158)	**18**	—	**18**
Victoria, Tex. (202)	4	—	**6**
Waco-Temple, Tex. (97) *	—	**57**	40
Washington-Hagerstown, Md. (8)	**278**	258	204
Watertown-Carthage, N.Y. (167)	—	**19**	—
Wausau-Rhinelander, Wis. (132)	33	**42**	12
West Palm Beach-Ft. Pierce, Fla. (63)	**50**	22	**50**
Wheeling, W.Va.-Steubenville, Ohio (123)	—	**43**	**43**
Wichita-Hutchinson, Kan. (58)	**78**	77	70
Wichita Falls-Lawton (130)	29	**33**	25
Wilkes Barre-Scranton, Pa. (52)	**117**	67	84
Wilmington, N.C. (150)	30	—	**50**
Yakima, Wash. (122)	31	**32**	20
Youngstown, Ohio (83)	54	**57**	45
Zanesville, Ohio (198)	—	—	**9**

Truth is steamier than fiction in new HBO documentaries

'America Undercover,' monthly series, will examine subjects of 'primal interest' such as murder, child abuse and homosexuality

HBO is introducing this month a new series of monthly one-hour documentary programs which will be presented under the umbrella title, *America Undercover*. The first program, which explores mass murderers (Edward Kemper, Theodore Bundy and others) and their victims is entitled "Murder: No Apparent Motive" and debuts April 24.

HBO aired several documentaries over the past year (including one called "Women Who Kill," produced by actress Lee Grant) and decided the programs could be better promoted to viewers if they were packaged in an ongoing series.

Bridget Potter, HBO senior vice president, original programing, stressed that *America Undercover* is not an attempt by the cable network to get into the news business. "We are not trying to be a news organization here," she said. And while HBO has neither the interest nor the resources to become a news organization, Potter says "I think there's a kind of storytelling to be done in the nonfiction area, where the networks are cutting back quite a bit."

The HBO documentaries will focus on "subjects we know there is a kind of a primal interest in," Potter said, such as murder, child abuse, homosexuality and emergency room medical treatment, all of which will be dealt with in upcoming programs. While the program topics may be sensational on their face, Potter insists they will not be handled in a sensationalized manner.

The first *America Undercover* program lives up to that promise. "Murder: No Apparent Motive" was produced by Imre Horvath, who was a film editor and later a producer for CBS's *60 Minutes* for 11 years. (He won an Emmy for a segment he produced during his last year with the show, 1979, which focused on a family with an autistic child.)

This murder documentary, from a standards and practices viewpoint, contains nothing that would be unacceptable on broadcast television, but is still explicit in its treatment of the crimes. Horvath conducts an interview at Vacaville State Penitentiary in California with convicted murderer Edward Kemper, who calmly and candidly analyzes his series of brutal killings, which involved stabbings, shootings and decapitations, the last victim being his mother. The program also features interviews with investigators, psychologists and people close to some of the victims.

"Essentially, there were no advance guidelines," said Horvath. "We did what was effective and necessary to get the point across." Potter added that the only standards applied to the series are those of "good taste and judgment." She said, however, that "we can and will" be more graphic in some of the programs than might be acceptable on network TV if the circumstances of the program call for it.

All the documentaries are being produced by outside production companies. Potter declined to reveal the budget that's been allocated to *America Undercover*, but Horvath said the cost of producing "Murder: No Apparent Motive" was "comparable" to what it would cost to produce a one-hour documentary on network television.

Potter said HBO's commitment to the documentary series is "open ended" and that programs have been lined up through 1984.

"We've been doing nonfiction programing since we started producing original programing," said Potter. "*America Undercover* is a maturing of that effort." ☐

Five nights give CBS the week

CBS recaptured the front position in prime time ratings for the week ended March 25 after an upset by ABC the week before, marking CBS's 17th win in the 26-week-old season. According to Nielsen's National Television Index, CBS took a lead of two rating points over second place ABC to win an average of 17.7% of all television households and a 29% share of all television sets in use. ABC recorded a 15.7 rating and 25 share and NBC had a 14.4/23. The combined three-network share of 77 is 1% less than the same week one year ago.

In the season-to-date averages, CBS maintained a lead of eight-tenths of a rating point with an 18.1/28 compared to ABC's 17.3/27 and NBC's 15/24.

CBS had eight of the top 10 programs while ABC and NBC had one each with, respectively, *Dynasty* and *A-Team*. The premiere of CBS's new *Kate and Allie* was the fourth-ranked program of the week with an average 23.1/34, but *60 Minutes* fell to 10th place—its lowest position this season—with a 21.8/36.

CBS won five nights—Monday, Thursday, Friday, Saturday and Sunday. ABC won Wednesday and NBC won Tuesday.

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	26.0/41
2.	Dynasty	ABC	25.1/39
3.	Simon & Simon	CBS	23.7/36
4.	Kate & Allie	CBS	23.1/34
5.	Falcon Crest	CBS	23.0/39
6.	Knot's Landing	CBS	22.4/37
7.	Newhart	CBS	22.4/34
8.	A-Team	NBC	22.3/33
9.	Cagney & Lacey	CBS	21.8/37
10.	60 Minutes	CBS	21.8/36
11	Fall Guy	ABC	20.8/32
12.	TV's Bloopers, Practical Jokes	NBC	20.8/31
13.	Hotel	ABC	19.9/34
14.	Hardcastle & McCormick	ABC	19.7/30
15.	Magnum, P.I.	CBS	19.6/31
16.	Three's Company	ABC	19.3/29
17.	Alice	CBS	18.9/29
18.	Gimme A Break	NBC	18.4/30
19.	Jeffersons	CBS	18.3/28
20.	Scarecrow & Mrs. King	CBS	10.3/27
21.	Riptide	NBC	17.6/27
26.	Facts of Life	NBC	17.3/27
21.	Matt Houston	ABC	17.6/31
22.	Family Ties	NBC	17.5/27
23.	Foulups, Bleeps & Blunders	ABC	17.4/26
24.	Mike Hammer	CBS	17.3/32
25.	Trapper John, M.D.	CBS	17.3/30
26.	Facts of Life	NBC	17.3/27
27.	Time Bomb	ABC	17.1/28
28.	Webster	ABC	17.0/27
29.	Real People	NBC	16.8/26
30.	a.k.a. Pablo	ABC	16.5/24
31.	20/20	ABC	16.4/27
32.	Shaping Up	ABC	16.4/25
33.	Remington Steele	NBC	16.2/28
34.	Johnny Carson Special	NBC	15.8/27
35.	Cheers	NBC	15.8/24
36.	Night Court	NBC	15.8/24
37.	People Are Funny*	NBC	15.7/26
38.	Dukes Of Hazzard	CBS	15.6/26
38.	Silver Spoons	NBC	15.6/26
40.	Love Boat	ABC	15.5/26
40.	Matt Houston	ABC	15.5/26
42.	Airwolf	CBS	15.4/26
43.	Diff'rent Strokes	NBC	15.2/26
44.	Benson	ABC	15.2/25
45.	T.J. Hooker	ABC	15.1/26
46.	Knight Rider	NBC	15.1/23
47.	Getting Physical	CBS	14.9/24
48.	Alien	ABC	14.8/25
49.	Rich And Famous	ABC	14.5/23
50.	Blue Thunder	ABC	14.2/23
51.	Fantasy Island	ABC	14.0/26
52.	Suzanne Pleshette Show	CBS	14.0/22
53.	Mama's Family	NBC	13.9/23
54.	Domestic Life	NBC	13.2/20
55.	Hart To Hart	ABC	13.1/23
56.	One Day At A Time	CBS	13.0/20
57.	Back Roads	CBS	12.9/21
58.	Ripley's Believe It or Not	ABC	12.8/21
59.	Lottery	ABC	12.8/20
60.	Dukes Of Hazzard (Sat.)	CBS	15.6/26
61.	Automan	ABC	12.6/19
62.	Bugs Bunny Special	CBS	12.4/18
63.	Mister Roberts	NBC	12.1/20
64.	Hill Street Blues	NBC	11.7/19
65.	Buffalo Bill	NBC	11.7/18
66.	Mama Malone	CBS	11.5/18
67.	Master	NBC	11.4/19
68.	Yellow Rose	NBC	10.6/20
69.	Two Marriages	ABC	9.0/14
70.	We Got It Made	NBC	8.2/13
71.	New Show	NBC	7.0/12
72.	First Camera	NBC	6.4/11

*indicates premiere episode

assignment of license from Sunbelt Broadcasting Inc. to Prorad Communications Inc. for $475,000, including $450,000 seller's note. Seller is owned by Donald W. Curtis (90%) and J.D. Longfellow (10%). They bought stations for $284,500 four years ago ("Changing Hands," March 17, 1980). Curtis recently sold WEWO(AM)-WSTS(FM) Laurinburg, N.C., to Durham, N.C.-based group owner Durham Life Broadcasting, of which he is now general manager ("Changing Hands," Dec. 19, 1983). He has also sold, subject to FCC approval, WTNC(AM)-WEYE(FM) Thomasville, N.C., ("Changing Hands," Dec. 19, 1983). Longfellow is Laurinburg-based CPA who has no other broadcast interests. Buyer is owned by Robert M. Binkley and his wife, Lorri G. He is vice president of sales for Laurinburg and Tabor City stations. She is office manager of appliance store. Action March 8.

■ KEX(AM)-KKRZ(FM) Portland, Ore. (1190 khz, 50 kw-U; FM: 100.3 mhz, 100 kw, HAAT: 900 ft.)—Granted assignment of license from KEX Inc. and KQFM Inc. to Taft Television and Radio Co. Inc. for $8,127,391. Sale includes approximately 50 acres of land. Seller is owned by estate of Ina S. Autry—Orvon Gene Autry and Stanley B. Schneider, co-executors. It also owns WCXI-AM-FM Detroit and KAUT(TV) Oklahoma City. Gene Autry also owns KMPC(AM) Los Angeles and KPLZ(FM)-KVI(AM) Seattle. Buyer is Cincinnati-based, publicly traded, producer, syndicator and group owner of five AM's, six FM's and seven TV's. It is headed by Dudley S. Taft, president, and Carlyle J. Wagner, executive vice president, radio and cable TV. Action March 14.

■ WMGW(AM)-WZPR(FM) Meadville, Pa. (1490 khz, 1 kw-D, 250 w-N; FM: 100.3 mhz, 10 kw, HAAT: 530 ft.)—Granted assignment of license from Regional Broadcasters Inc. to Great Circle Broadcasting Co. for $900,000 including $700,000 cash and $100,000 noncompete agreement. Seller is owned by Alastair B. Martin; his wife, Edith P., and their family. They also own WPIC(AM)-WYFM(FM) Sharon, Pa., and WKOP(AM) Binghamton, N.Y. They are majority owners of WAAL(FM) Binghamton, N.Y., and WXQT(AM)-WGRD(FM) Grand Rapids, Mich. Buyer is owned by Beth J. Gunton (70%) and her son, Gary E. (30%). They own Berwyn, Pa.-based building products distributor and have no other broadcast interests. Action March 13.

■ KTAB-TV Abilene, Tex. (CBS, ch. 32; 2051.3 kw vis., 610.7 kw aur., HAAT: 909.5 ft.; ant. height above ground: 749 ft.)—Granted transfer of control from William Terry (55% before; 50% after) to Brian Mundy and Larry Fitzgerald (none before; 2.5% each after) for $15,000. Action March 13.

■ WADC(AM)-WIBZ(FM) Parkersburg, W. Va. (1050 khz, 5 kw-D; FM: 99.3 mhz, 3 kw, HAAT: 210 ft.)—Granted assignment of license from CDI Communications-WADC/WIBZ Partnership to Parkersburg/Marietta Broadcasting Inc. for $780,000, including $740,000 cash. Seller is group of 32 investors headed by Gerald P. Mikitka, sole limited partner. It also owns KQSA(AM)-KIXY-FM San Angelo, Tex., and WKZN-AM-FM Zion, Ill. (Kenosha, Wis.). It recently sold WIVI-FM Christiansted, St. Croix, Virgin Islands, for $800,000 ("Changing Hands," Sept. 19, 1983). Buyer is owned by James T. Embrescia, Cleveland-based businessman and broadcast consultant, and his wife, Christina. He and his brother, Thomas Embrescia, who recently bought WIFE(AM) Indianapolis, were former owners of WBBG(AM)-WMJI(FM) Cleveland, which they sold two years ago. Action March 9.

Facilities changes

AM applications

Tendered

■ WRSL (1520 khz) Stanford, Ky.—Seeks CP to increase pwr. to 1 kw. App March 26.

Accepted

■ WHMA (1390 khz) Anniston, Ala.—Seeks mod. of license to change SL and operate trans. by RC from proposed SL. App. March 23.

■ KLLV (1560 khz) Breen, Colo.—Seeks mod. of CP(BP-820803AF, as mod.) to decrease power from 10 kw to 5 kw. MEA. App. March 23.

FM applications

Tendered

■ KMTX-FM (105.3 mhz) Helena, Mont.—Seeks mod. of CP(BPH-820324AN) to change ERP to 100 kw.; change HAAT to 1,892 ft.; change TL, and make changes in ant. sys. App. March 22.

Summary of broadcasting
as of February 29, 1984

Service	On Air	CP's	Total *
Commercial AM	4,740	170	4,910
Commercial FM	3,551	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,431	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	535	23	558
Commercial UHF TV	340	222	562
Educational VHF TV	111	3	114
Educational UHF TV	173	25	198
Total TV	1,159	273	1,452
VHF LPTV	192	74	266
UHF LPTV	71	136	207
Total LPTV	263	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ *KDCV-FM (91.1 mhz) Blair, Neb.—Seeks CP to change ERP to 0.100 kw (H). App. March 26.

Accepted

■ WXCR (92.1 mhz) Safety Harbor, Fla.—Seeks mod. of CP to change SL. App. March 22.

■ WPCH (94.9 mhz) Atlanta—Seeks CP to change HAAT to 968 ft. App. March 22.

■ WSEZ (93.1 mhz) Winston-Salem, N.C.—Seeks CP to change ERP to 100 kw; change HAAT to 243 ft., and make changes in ant. sys. App. March 23.

■ KOB-FM (93.3 mhz) Abuquerque, N.M.—Seeks CP to make changes in ant. sys. App. March 22.

■ WGFM (99.5 mhz) Schenectady, N.Y.—Seeks CP to make changes in ant. sys. App. March 22.

■ WEBN (102.7 mhz) Cincinnati—Seeks CP to change ERP to 16.6 kw and change HAAT to 876 ft. App. March 26.

■ KNFM (92.3 mhz) Midland, Tex.—Seeks CP to change TL and change HAAT to 388 ft. App. March 26.

TV applications

Accepted

■ New (ch. 44) Pensacola, Fla.—Seeks MP (BPCT-821109KH) to change ERP to 3,491 kw vis. and 349.1 kw aur.; change HAAT to 1,542 ft.; change TL, and make changes in ant. sys. App. March 26.

■ WCEE (ch. 13) Mt. Vernon, Ill.—Seeks MP to change ERP to 316 kw vis. and 31.6 aur.; change HAAT to 989 ft., and make changes in ant. sys. App. March 26.

■ WBDB (ch. 40) Jackson, Miss.—Seeks MP(BPCT-810805KE) to change ERP to 1,040 kw vis., 104 kw aur., and change HAAT to 1,210 ft. Ann. March 23.

AM actions

■ KOGA (930 khz) Ogallala, Neb.—Returned app. for CP to increase pwr. to 2.5 kw-D and change to DA-2. Action March 14.

■ WLWL (770 khz) Rockingham, N.C.—Granted app. for CP to change freq. to 770 khz.; increase pwr. to 5 kw, and make changes in ant. sys. Action March 19.

■ New (1030 khz) Memphis—Granted app. for MP (BP-810129AB)to change from DA to non-DA (daytime) and 10 kw non-DA critical hours. Action March 16.

Call letters

Applications

Call	*Sought by*
	New FM's
KHAZ	Peak Broadcasting Co., Hays, Kans.
KISY	Cavaness Broadcasting Inc., Tioga, La.
KQAI	Dream Communications, Inc., Childress, Tex.
WSTX-FM	Virgin Islands Bdcstg. Corp., Christiansted, St. Croix, Virgin Islands
	New TV
WDEM	Whitco Broadcasters, Inc., Hollywood, Fla.
	Existing AM's
WYSE	WAZA Vision Communications, Inc., Bainbridge, Ga.
KILJ	KKSI KILJ AM Ltd., Mt. Pleasant, Iowa
KCEZ	KXLF Mountain Sky Broadcasting, Inc., Butte Mont.
KBNG	KVGM Big Bang, Inc., Yakima, Wash.
	Existing FM
KYSN	KTRW Challenger Broadcasting Corp., East Wenatchee, Wash.

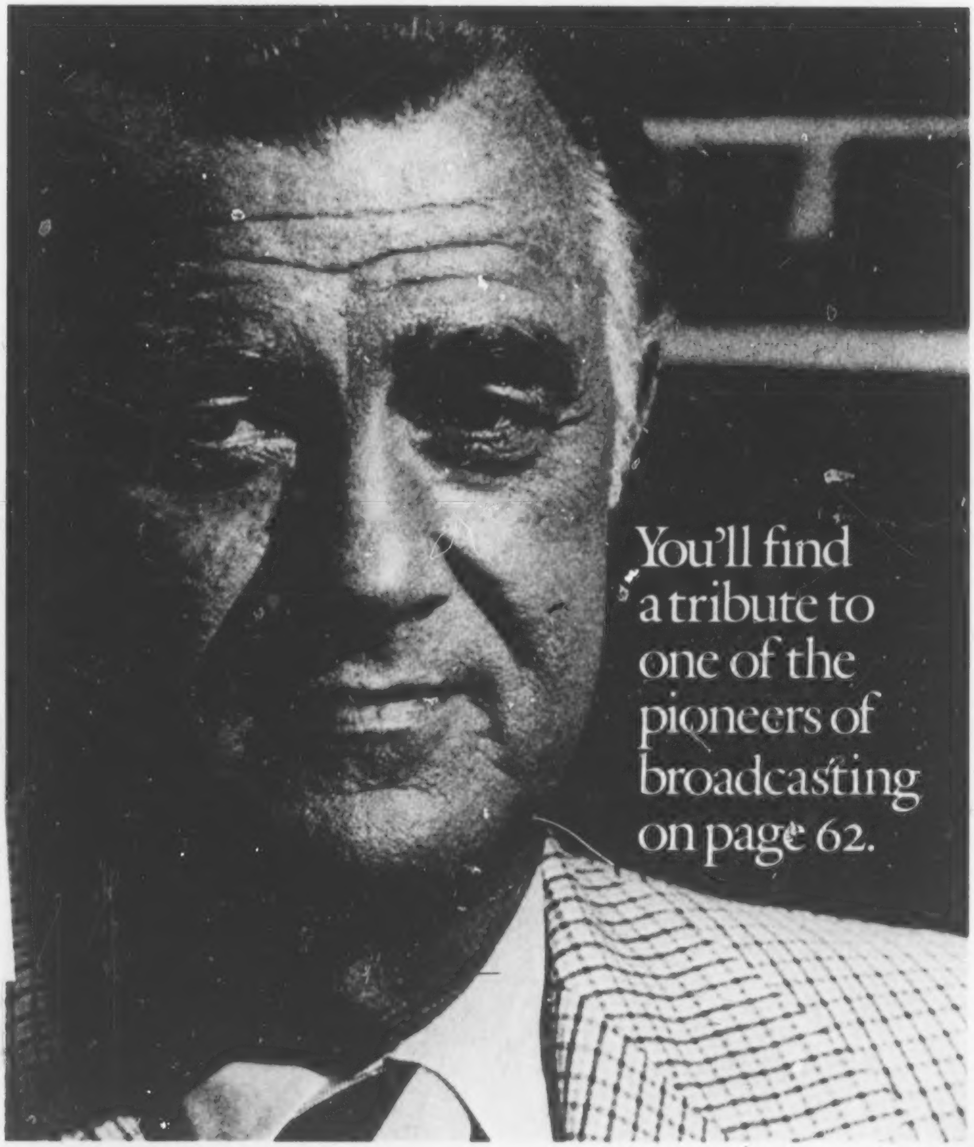
Grants

Call	*Sought by*
	New FM's
WKLG	Freeman Broadcasting Co., Rock Harbor, Fla.
KDMC	Dyersville Music Corp., Dyersville, Iowa
*WFUM-FM	The Regents of the University of Michigan, Flint, Mich.
KZOU	Southwest Communications, Inc., Centralia, Mo.
	New TV's
KOMT	Baxter Broadcasting, Inc., Mountain Home, Ark.
WBNA	Word Broadcasting Network, Inc., Louisville, Ky.
WLTK	TV-8, Inc., Somerset, Ky.
KDRT	Del Rio Communications., Inc., Del Rio, Tex.
	Existing AM's
KLCY	KYSS Garden City Broadcasting, Inc., Missoula, Mont.
WYGL	WQBQ David Bernstein, Selinsgrove, Pa.
WKAV	WXAM Cavalier Country Broadcasting, Inc., Charlottesville, Va.
	Existing FM's
WLVE	WWWL Community Service Broadcasters, Inc., Miami
WFMG	WYMX American Republic Communications of Georgia, Inc., Augusta, Ga.
WLAB	WLHI The Lutheran Association for Broadcasting, Inc., Fort Wayne, Ind.
WGTZ	WJAI Great Trails Broadcasting Corp., Eaton, Ohio
KDNT-FM	KDNG-FM Mel Wheeler, Inc., Gainesville, Tex.
KLTR	KRLY Gulf Broadcast Group, Houston
KZOM	KOAY Benito Juarez Sandoval, Stamford, Tex.
KLCY-FM	KLCY Ninety-Four Corp., Salt Lake City
	Existing TV
WBKZ	WXJC-TV James A. Chase, Angola, Ind.

4/9/84
C1750-1

The Fifth Estate

Broadcasting Apr 9


You'll find a tribute to one of the pioneers of broadcasting on page 62.

Petry Television, Inc., National Representatives, NBC Affiliate.

20814GARNEQ6681 GEA JUN/84
S GARNER
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

53d Year 1984

Vol. 106 No. 15

Broadcasting ▫ Apr 9

Mooney, Allen new NCTA leadership
Turner interested in purchasing ESPN
Special Report on satellites

SMOOTH TRANSITION ☐ Tom Wheeler steps down as NCTA president, Jim Mooney elected president. **PAGE 33.**

AT THE HELM ☐ In surprise move, Edward Allen is elected new NCTA chairman. **PAGE 34.**

CABLE COMPUTER ☐ Nabu Network, company that will deliver home computer software to cable subscribers, begins U.S. service; Wheeler to be president. **PAGE 35.**

CAROLINA LAUNCH ☐ CBS announces Charlotte television affiliate will launch its teletext service; decoder costs seen as hindering development at present. **PAGE 36.**

ESPN SALE ☐ Turner expresses interest in buying ESPN, cable sports network whose new owner, Texaco, has it on the block. **PAGE 38.**

DISK NIXED ☐ RCA folds videodisk operation; broadcast division posts record first-quarter sales. **PAGE 39.**

THE BIRDS ☐ Ten years ago, Western Union launched the satellite revolution, lifting Westar I into the heavens. In this "Special Report," BROADCASTING chronicles the development of a delivery system that has reshaped the Fifth Estate. Included are profiles of various satellite service companies and graphics illustrating the principal birds and their customers. **PAGE 43-68.**

MAY LINEUP ☐ New episodes of series, mini-series and theatricals dot schedules as networks prepare for May sweeps. **PAGE 68.**

FINANCIAL REBOUND ☐ KCET(TV) Los Angeles president William Kobin says beleaguered station is now on sound footing. **PAGE 72.**

SOLITARY MAN ☐ The FCC's newest commissioner, Dennis Patrick, is emerging as an independent voter. **PAGE 76.**

DAYTIMERS' NIGHTTIME REQUEST ☐ Daytime broadcasters ask Senate to give them even more operating hours than FCC has allowed. **PAGE 78.**

POWELL SALVO ☐ Former press secretary's memoirs criticizes journalists covering Carter administration. **PAGE 84.**

POLL POSITION ☐ Congressmen send letters to networks urging them to avoid reporting projections or voting tendencies during New York primary. **PAGE 86.**

BRINGING INTO LINE ☐ PBS expects to have president within next month; alters underwriting guidelines. **PAGE 92.**

THIRD PARTY ☐ Warner Amex and city of Cincinnati agree to arbitration over rate hike dispute. **PAGE 96.**

LOCAL HOPES ☐ Radio broadcasters are placing greater emphasis on local and co-op advertising dollars. **PAGE 99.**

BANK LINE ☐ John Oxendine, president of Broadcast Capital Fund, has put his financial expertise to the task of increasing minority participation in broadcasting. **PAGE 121.**

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Jacobs, New York.

Delta Faucets □ Line of Peerless faucets will be promoted in five-week flight to begin in early May in 21 markets. Commercials will run in prime time, news and sports programs. Target: men, 25-54. Agency: Rosenfeld, Sirowitz & Lawson, New York.

Parker Bros. □ Gyrus video cartridge game will be promoted in four-week flight

Ad Vantage

National spot. National spot radio billings for February rose 4.2% to $47,473,500 million, according to data released by Radio Expenditures Reports Inc. Top 10 markets, however, have dropped off 8.2% in spot business. Dallas-Fort Worth remains only major market registering increase—this time up 1%. Chart below highlights spot radio expenditures for February with distribution of dollars broken down by market size.

February
Spot Radio Business Expenditures

	1984	*1983*	*1984 vs. 1983 % change*	*1984 vs 1983 % change YTD*
January	39,953,400	39,173,600	+2.0	—
February	47,473,500	45,550,800	+4.2	+2.9

Market	*Feb. YTD 1984*	*Feb. YTD 1983*	*1984 vs 1983 % change*
1-10	31,899,600	34,855,600	− 8.5%
11-25	17,920,600	17,200,600	+ 4.2%
26-50	13,153,000	11,907,400	+10.5%
51+	24,434,900	20,972,400	+16.5%

Percentage Distribution
In Top 50 Markets

1-10	50.7%
11-25	28.4%
26-50	20.9%

□

Need a lawyer? One of fastest-growing categories in television advertising is legal services, which climbed to $17.8 million in 1983, up 62% from 1982. Television Bureau of Advertising cites figures compiled by Broadcast Advertisers Reports to document growth in legal advertising. Largest TV advertiser in 1983 was Hyatt Legal Services, Kansas City, whose advertising on TV rose 36% in 1983 to almost $3.1 million. Other top advertisers in category included Jacoby & Meyers, $832,000; Larry H. Parker law office, $562,000, and Norton Frickey & Associates, $556,400.

□

MMT Sales in S.F. KBHK-TV San Francisco has appointed MMT Sales as national representative, replacing Katz Independent Television sales. Addition of KBHK-TV raises number of TV outlets represented by MMT to 33. KBHK-TV is owned and operated by Chris Craft Industries Inc./United Television Inc.

□

Winner. Popular "Where's the beef?" television commercial was edged out by Japanese advertisement for batteries for top honors in 24th International Broadcasting Awards sponsored by Hollywood Radio and Television Society. Thirty-second commercial for National Neo Hi-top batteries produced by Bushman Co. of Osaka, Japan, was chosen as television sweepstakes winner, top category for television commercials. Wendy's "beef" spot, produced by Sedelmaier Film Productions, Chicago, took top prize in two categories: best 30-second live action English-language commercial and best humorous commercial. Overall, U.S. took five of 12 television and three radio trophies.

□

Spanish rise. SIN Television Network reported advertising revenues in first quarter of 1984 rose by 50% over comparable period in 1983. SIN is projecting that annual advertising will reach $45 million this year, up from $37 million in 1983. Among spenders on SIN are Procter & Gamble, Johnson & Johnson, Shasta, Sunny Delight, Tampax, General Foods and Colgate-Palmolive.

□

Windy City strong. Henry Siegel, chairman of Lexington Broadcast Services, New York, lauded Chicago as "booming marketplace" of LBS advertiser-supported syndication. He told luncheon meeting of Chicago agencies and advertisers on March 29 that more than $40 million of $130 million in national advertiser sales for LBS 1984-85 program would originate in Chicago. In 1984-85, according to Siegel, LBS Network will present schedule of more than 20 TV series including *Fame, Too Close For Comfort* and *Heathcliff*. He said one-third of LBS's inventory of more than 10,000 national 30-second spots will be taken up by Chicago-area advertisers and agencies. Clients include Kraft, S.C. Johnson, Seven-Up, Pillsbury, Kimberly-Clark and Sears, Roebuck.

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ABC ABP American Business Press Inc

Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg. U.S. Patent Office. □

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TELEVISION. Cablecasting.

After 10 years of satellites, the sky's no limit

The launch that launched the satellite business—Western Union's Westar I blasting off from Florida on April 13, 1974. Launches of succeeding communications birds are shown on the following pages.

Since the 1974 launch of Westar I, communications satellites have almost single handedly rescued the cable television industry, made independent TV stations more competitive and opened up new worlds for programers, journalists and advertisers in both radio and television

Ten years ago this Friday—April 13, 1974, at 7:33 p.m. NYT, to be exact—Western Union launched Westar I from NASA's Kennedy Space Center into geostationary orbit, making it the nation's first domestic communications satellite.

Since then, the "golden spike of the American skies," as the satellite was called by former *Newsweek* President Gibson McCabe in one of the first messages to be carried by it, and a score of similar satellites that have taken their place alongside it thousands of miles above the equator, have been transforming the Fifth Estate in ways that have yet to be fully understood or measured.

The domestic communications satellites, which created a whole new economic order for long-distance communications, rejuvenated the cable television industry, provided a new source of programing for broadcast stations—network affiliates as well as independents—revolutionized electronic news gathering, provided an alternative to AT&T for private long-distance telecommunications (voice, data and video) and set the stage for direct-to-home satellite broadcasting.

That the business of satellite communications has prospered and has made its mark so deeply on the communications industry is attributable not only to the technology, but also to a federal regulatory policy that encouraged the launching of multiple satellites by multiple companies and the proliferation of small, inexpensive earth stations.

Westar I was the culmination of years of research and development. Having successfully bounced radio transmissions off the earth's only natural satellite—the moon—scientists in 1960 launched an artificial one, Echo I. Once the 100-foot diameter spherical balloon achieved its low orbit, the scientists bounced signals off its metallic surface from one earth station to another just as they had with the moon.

Echo I was followed by a series of low-orbit communications satellites with active electronics that could receive signals from the ground, change their frequency and retransmit them back to earth. But the satellites were impractical for commercial communications because they required large, costly earth stations to track them as they moved across the sky and because they were useless after they dropped below the horizon.

The forerunners of today's communications satellites were the Syncom satellites, the first geosynchronous satellites. Launched to an altitude of around 22,300 miles and placed over the equator, the satellites orbited the earth at the same rate the earth rotates on its axis so that the satellites appear from the ground to be stationary. Syncom I failed shortly after launch in February, but a few months later, Syncom II achieved orbit and proved the concept.

Satellite technology advanced rapidly through the efforts of Intelsat, a consortium of several countries organized in 1964 to develop a world satellite network. Beginning in 1965 with Early Bird, Intelsat launched a series of satellites that refined the technology later used to produce Westar I and every satellite in use today.

Cable TV's Salvation

Cable TV has benefitted most from the advent of communications satellites. In the early 1970's, the industry was stagnant. It served millions of small-town viewers, delivering clear reception of broadcast stations, but it had nothing to offer big-city and suburban viewers and wasn't growing. What's more, it wasn't generating enough revenues to justify the extremely high cost of wiring the big cities.

But all that changed on Sept. 30, 1975, when Time Inc.'s Home Box Office, the original pay television service, began to distribute its 12-hour mix of movies, sports and specials to cable affiliates via satellite. Suddenly, HBO could economically deliver its pay television service to every cable system in the country. Recognizing the profit potential of pay television, cable systems installed receive-only earth stations to downlink the feed and offered it to their subscribers, who gladly paid several dollars a month for the service.

The pay television revenues from HBO and its many followers transformed the economics of cable television, making the wiring of major markets feasible and touching off a period of explosive growth that has yet to peter out. Today, the industry counts more than 30 million subscribers and, according to the National Cable Television Association, is adding new ones at a rate of between 400,000 and 500,000 a month.

When HBO began thinking about satellite distribution, it only had two carriers from which to choose. After receiving bids from Western Union and RCA Americom, HBO chose RCA even though the carrier had to sublease time on the Westar system for several months to handle the HBO traffic while waiting for its first satellite, Satcom I, to go into service. Satcom I was launched on Dec. 12, 1975. HBO was shifted to the new bird a few months later after it became operational.

Whatever RCA had to do to get the HBO business, it paid big dividends. According to RCA's Harold Rice, vice president, video-audio services, HBO and its cable affiliates "created a network of earth stations looking at a single bird." A steady stream of cable programers seeking to serve cable systems through the network went to RCA Americom looking for space on Satcom I.

The impact of the loss of HBO's business was felt quickly at Western Union. Hughes Television President John Tagliaferro, who worked at Western Union at the time and was involved in finding users for the Westar capacity, says he received a call one day in 1976 from Ted Turner, who wanted a transponder so he could deliver his Atlanta independent WTCG(TV) (now WTBS), to cable systems across the country. "I personally thought he was crazy," he recalls. "Who wouldn't have? Who would want to watch this independent in Atlanta outside of Atlanta?" Nonetheless, Western Union quoted him a price and worked to get the business, he says, but "that advantage of being alongside HBO was overwhelming" and Turner signed with RCA as did numerous other cable programers.

By November 1979, all but four of Satcom I's 24 transponders carried cable programing. The lineup included some services that are still thriving (superstations WTBS, WOR-TV New York and WGN-TV Chicago, C-SPAN, ESPN, Showtime and CBN) and some that folded or merged into something else (the Star Channel and UPI Newstime).

Since 1979, however, RCA has had its troubles. Satcom III, which was to replace Satcom I as the primary distributor of cable programing, disappeared in space shortly after its launch in December 1979. "It was a terrible blow," Rice says. "It was a year and a half before we could send up a replacement and we lost a lot of business." According to Rice, the inability of RCA to accommodate all the cable programers clamoring for satellite time allowed Hughes Communications to get a foothold in the cable programing delivery business.

Hughes had an unusual marketing plan for its Galaxy I. Instead of leasing the transponders on a common carrier basis as RCA and Western Union did, it would sell the slots to select cable programers, thereby creating a lineup of programing attractive enough to persuade cable operators to install earth station pointed toward the satellite. The strategy has apparently been successful. The current Galaxy lineup includes HBO (HBO and Cinemax), Turner (CNN and CNN Headline News), Viacom (Showtime and The Movie Channel), Group W (The Nashville Network and regional sports), Eastern Microwave (superstation WOR-TV New York), CBN, C-SPAN, BET, ESPN, The Disney Channel and SIN (SIN and GalaVision.). To insure that there are plenty of earth stations aimed at the satellite, the Galaxy programers are pooling several million dollars to buy earth stations for installation at cable systems that meet certain criteria.

RCA feels it has a chance to recover any cable business it loses to Hughes. Galaxy I is attractive to cable programers, Rice says, because it has relatively high-power transponders that can deliver signals to earth stations with antennas as small as six or seven feet in diameter. The capability will permit the Galaxy programers to offer service to cable affiliates, multiple unit dwellings and individual homes at the same time, he says.

But RCA's three-satellite Ku-band system, the first satellite of which is slated for launch in the spring of 1985, Rice says, will

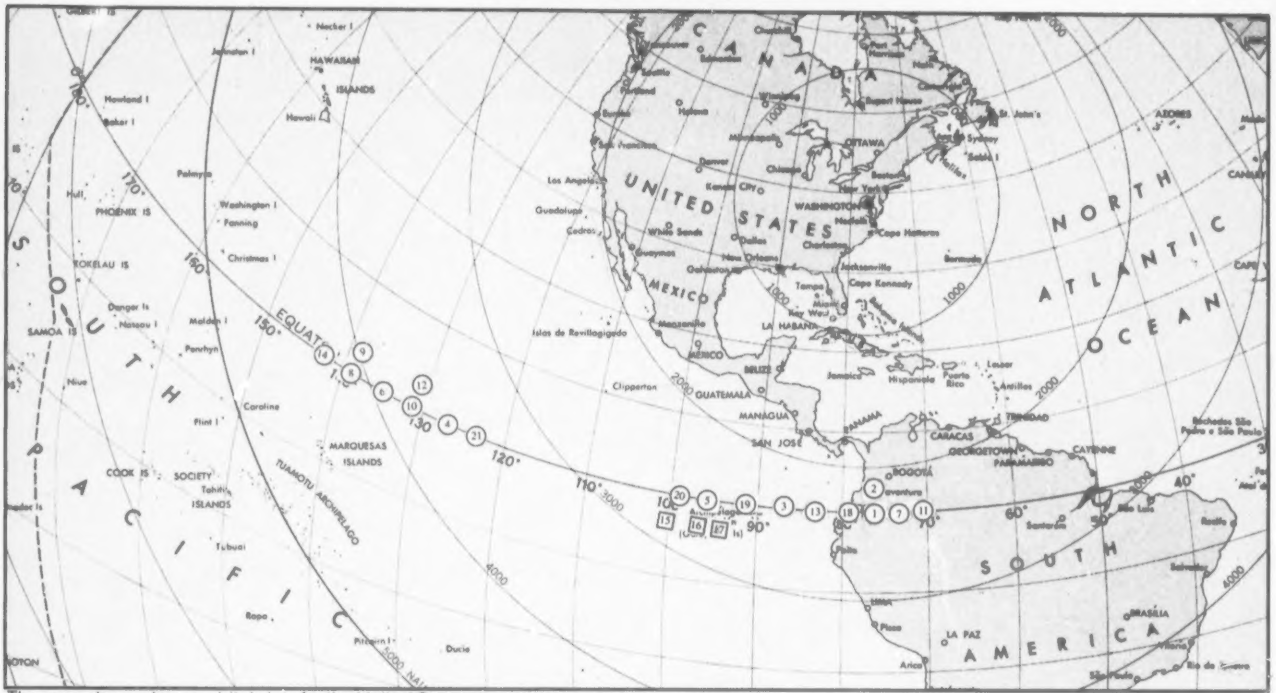
Westar II—Oct. 1974

Satcom I—Dec. 1975

Satcom II—March 1976

Comstar I—May 1976

Where the birds are


CANADA
UNITED STATES
MEXICO
NORTH ATLANTIC OCEAN
SOUTH PACIFIC
SOUTH AMERICA
HAWAIIAN ISLANDS
EQUATOR
150°
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120°
110°
90°
70°
60°
50°
40°
OTTAWA
WASHINGTON
Denver
Chicago
Los Angeles
San Francisco
Dallas
New Orleans
Cape Kennedy
LA HABANA
GUATEMALA
MANAGUA
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BOGOTA
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The map above shows orbital slots for the United States domestic communications satellites currently in use. Circles indicate C-band and squares show Ku-band birds. The list below includes the orbital locations in degrees west longitude.

Comsat/AT&T

1. Comstar I	76
2. Comstar II	76
3. Comstar III	87
4. Comstar IV	127
5. Telstar 301	96

Hughes Communications

6. Galaxy I	134
7. Galaxy II	74

RCA

8. Satcom I	139
9. Satcom I-R	139
10. Satcom II	131
11. Satcom II-R	72
12. Satcom III-R	131
13. Satcom IV	84
14. Satcom V	143

Satellite Business Systems

15. SBS I	100
16. SBS II	97
17. SBS III	95

Western Union

18. Westar II	79
19. Westar III	91
20. Westar IV	99
21. Westar V	123

be better able to simultaneously reach the three markets. Antennas as small as three feet in diameter could be used to receive signals from the high-power Ku-band satellites, he says. "The dishes will be so small and so inexpensive, you will be able to build your own network," he says. "The cable guy will be franchised by the programers to provide service any way he can in a certain territory."

RCA has also been hurt by the failure of some cable services and the consolidation of others. As the supply of RCA transponders was rapidly increasing between 1981 and 1983, the demand for them from cable programers was rapidly decreasing. Rice blames the cable programing shakeout on a paucity of local cable channels. Such cable services as CBS Cable and The Entertainment Channel simply couldn't get carried on enough cable systems to make a go of it, he says. But Rice expects the situation to turn around. With most cable systems expanding their channel capacity, Rice says, new "narrowcasting" services will emerge and demand for transponders of cable-oriented satellites will pick up.

Broadcasters Are Next

If cable's use of the satellites was revolutionary, broadcasting's use of them was evolutionary.

Tagliaferro still has a copy of Westar video service invoice 00001, which Western Union sent to Joseph Coors's now-defunct Television News Inc. demanding payment for the transmission of a news report via Westar I from Dallas to Chicago on the afternoon of July 14, 1975. "We were thrilled," Tagliaferro recalls. "It was the first revenue-producing use of the Westar system." The charge for the half-hour transmission: $175.

From that modest beginning, broadcasters, broadcast networks and broadcast program syndicators have made steadily increasing use of the birds. The reliability of the medium was proved to the satisfaction of most on Aug. 9, 1975, when Wold Communications used Westar I (and some local terrestrial interconnects) to transmit live a baseball game from Milwaukee stadium to KXAS-TV Fort Worth. The transmission went without a hitch and Wold and Hughes Television Network began making heavy use of the satellites for all types of sports events.

The volume of news, sports and syndicated programing on the satellites has grown over the past nine years hand-in-hand with the number of earth stations at broadcast stations. According to figures supplied by Wold Communications, 50 stations were accessible by satellite through earth stations located on their premises or through nearby common carrier earth stations at the end of 1979. The number rose to 125 by the end of 1980, 250 by the end of 1981 and 600 by the end of 1983.

So much desirable broadcast material is on satellites today, says Robert Wold, chairman of Wold Communications, that an earth station or easy access to one is an indispensible part of being in the business. "To have an earth station and become involved in satellites for the local broadcast station has become as fundamental as having cameras and videotape recorders," he says. Management no longer has much choice about whether to install or connect with an earth station. "Their news and program directors push them into it."

From the time of the Syncoms, the broad-

Up in the air with DBS

DBS permittee	*Operational satellites*	*Transponders per satellite*	*Coverage of each satellite*	*Channels of service*	*Orbital slots (west longitude)*
CBS	2	6	Half CONUS *	6	101,148
DBSC	2	10 [1]	Half CONUS	10 [1]	101,148
Graphic	2	2	Half CONUS	2	119,148
RCA	4	6	Time zone	6	101,119,148,157
STC	3 or 4 [2]	3 or 6 [2]	Half CONUS	6	101,148
USSB	2	6	Half CONUS [3]	3 [3]	101,148
VSS	2	6	Half CONUS	6	119,148
Western Union	4	4	Time zone	4	101,119,148,157

* CONtinental U.S.

[1] Each of DBSC's two satellites is designed to broadcast six channels of service to half of CONUS and four additional channels to three discrete regions within the primary service area through three spot beams.

[2] STC plans to provide six channels of service to the Eastern half of CONUS through two co-located three-transponder satellites at 101 degrees west longitude; it plans to provide similar service to western half of CONUS through two three-transponder satellites or, more likely, one six-transponder satellite at 148 degrees.

[3] Each of USSB's two six-transponder satellites is designed to provide three channels of service in each of two time zones. The satellite at 101 degrees west longitude, for instance, would broadcast three channels to Eastern time zone and three channels to central zone.

cast networks and their affiliates talked about using the satellites for network program distribution. With the federal government paying the bills, the Public Broadcasting Service acquired transponders on the Westar system and made the switch from the the ground to the sky in 1978 and 1979. (Today, the PBS distribution system comprises four transponders and 179 earth stations.) But the commercial networks are only today getting around to moving to the satellites. NBC has awarded a contract to Comsat General to put together a satellite distribution network by the beginning of next year. Having leased capacity from AT&T on its Telstar system, ABC and CBS are creating their own satellite networks.

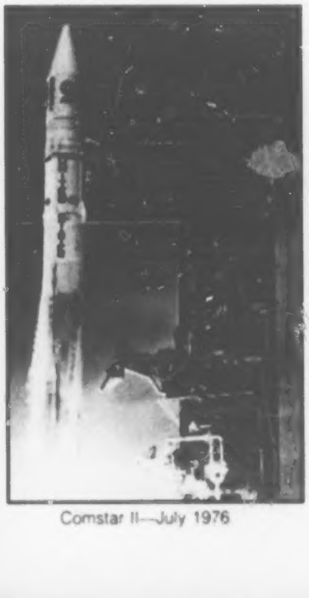
NBC has the most ambitious and costly plans for satellite distribution. Twenty-two NBC stations in the middle of the country are already outfitted with fully redundant earth stations and receiving up to five hours a day. Some time in early May, the terrestrial links to the 22 are scheduled to be cut and they will receive all their programing from the sky. Comsat General, meanwhile, is moving ahead with the installation of earth stations at around 150 additional stations and, if all goes well, NBC should be an all-satellite network by early 1985. NBC is the only network that plans to use Ku-band satellites rather than the lower-frequency C-band birds. The service is starting out on Satellite Business Systems' SBS system, but will migrate to RCA's Ku-band system in 1985.

CBS's transition to satellite will be gradual, says David White, the network's vice president, administration, operations and engineering. Nine stations in the Southwest (from Wichita Falls to Los Angeles) were on line by March 1, he says, and the terrestrial links to those stations were set to be pulled out today (April 9). Over the next three years, stations in region after region will be switched to satellite. In late 1986 or early 1987 the stations in the Northeast corridor will be linked to the birds and the entire network will be satellite-interconnected.

ABC has yet to make a full commitment to satellite distribution. According to William Hynes, director of telecommunications, broadcast operations and engineering, ABC-TV will begin satellite distribution in the mountain and central time zones by the end of the year. The affiliates in those areas, at their own expense, will install either a 9.3-meter or 7.3-meter primary antenna and a 4.5-meter backup dish, he says.

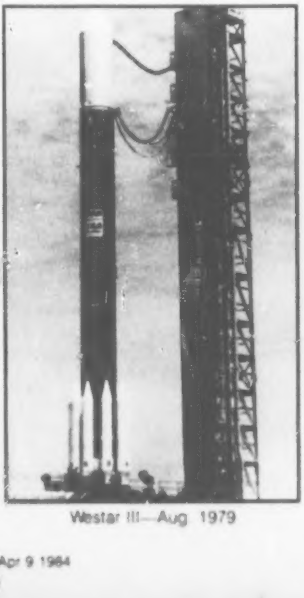
ABC is holding off a switch to satellites in the Pacific and Eastern time zones, Hynes says, until it "knows what technology is available." With the rapid developments in optical fiber technology, he says, it may make sense to leapfrog satellites and use it to serve affiliates on the East and West Coasts. "We don't want to be delivering by satellite to areas that may be better served by fiber optics or some other technology," he says. One of ABC's chief concerns in finding alternatives to AT&T, he says, "is holding our distribution costs where they are now."

Western Union always thought it would be the satellite carrier of the broadcast networks. Over the past decade, Tagliaferro says, Western Union (as well as the other satellite carriers) made proposal after proposal to them. But like the cable business, the broadcast network business, except for PBS, eluded it. Although James Ragan, WU's vice president, personal communica-



Comstar II—July 1976

Comstar III—June 1978



Westar III—Aug. 1979

SBS I—Nov. 1980

tions and satellite services, admits Western Union actively sought the business, he never thought the carrier had a chance of really landing it and was not surprised that ABC and CBS ended up with AT&T. "We never thought the Westar system was going to sink below the horizon because we didn't get the networks," he says. "It seemed to me unless there was a gross marketing error on the part of AT&T, the networks would work out their satellite transmission needs with AT&T."

Radio takes to the sky

Excited by the flexibility, economies and high-quality of satellite communications,

Field guide to birds

The folowing charts plot the principal satellites of the Fifth Estate and their users. The satellites (and their owners): Galaxy I (Hughes); Westar V (Western Union) and Satcom III-R and IV (RCA). Blank transponders are used for backup, occasional use or are reserved for the future.

Galaxy I

Transponder	*Owner/leasee*	*Service*
1	HBO	future
2	Group W	Nashville Network
3	HBO	HBO East Coast feed and to be used for upcoming scrambled test
4	Disney Channel	East Coast feed
5	Viacom	
6	Spanish International Network	SIN
7	Turner Broadcasting	CNN
8	Group W-Turner Broadcasting	CNN Headline News
9	ESPN	ESPN
10	Viacom	
11	CBN	CBN
12	Group W	Home Team Sports
13	C-SPAN	C-SPAN
14	Viacom	The Movie Channel (West Coast)
15	Eastern Microwave	WOR-TV New York
16	Viacom	
17	HBO	Black Entertainment Television
18	Turner Broadcasting	incoming feeds
19	HBO	Cinemax East Coast feed
20	Spanish International Network	GalaVision
21	HBO	future use
22	Group W	Seattle Superchannel
23	HBO	HBO East Coast feed
24	Disney Channel	West Coast feed

Westar V

Transponder	*Owner/leasee*	*Service*
1D	Hughes Television Network	
1X	CBS	
2D	Group W	WOR-TV New York
2X	Dow Jones	
3D	Citicorp	
3X	Dow Jones	
4D	CBS	
4X	Group W subleased to Hughes TV	Sports Vue Network (Wisconsin sports network)
5D	American Satellite	
5X	Wold Communications	Disney (West Coast)
6D	Group W	
6X	Wold Communications	Disney (East Coast)
7D	American Satellite	
7X	Group W	Pro Am Sports Systems (Michigan regional sports network)
8D	Group W	Madison Square Garden/TVSC
8X	Group W	
9D	Group W	Nashville Network
9X	Group W	
10D	Citicorp	
10X	American Medical Building	
11D	Group W	
11X	Digital Communications	
12D	Group W	Arts & Entertainment
12X	Tele-Communications Inc.	BET

Satcom III

Transponder	*Owner/leasee*	*Service*
1	Warner Amex Satellite Ent.	Nickelodeon/Arts & Entertainment
2	PTL-The Inspirational Network	religious programing
3	United Video	WGN-TV Chicago
4	Sports Time	Sports Time/FNN
5	Showtime/TMC	The Movie Channel
6	Southern Satellite Systems	WTBS(TV) Atlanta
7	ESPN	sports programing
8	Christian Broadcasting Network	CBN Satellite Network
9	USA Network	variety
10	Showtime/TMC	Showtime (West Coast)
11	WASEC	Music Television
12	Showtime/TMC	Showtime (East Coast)
13	HBO	West Coast feed
14	Turner Broadcasting System	Cable News Network
15	Turner Broadcasting System	CNN Headline News
16	ACSN-The Learning Channel Group W	day-The Learning Channel evening-Home Theater Network
17	Lifetime	health programing
18	Reuters Limited	day-News View evening-Eternal Word TV Network
19	C-SPAN	House coverage
20	HBO	Cinemax East Coast feed
21	Landmark Communications	The Weather Channel
22	HBO	morning-Modern Satellite Network HBO promo feed
23	HBO	Cinemax West Coast feed
24	HBO	HBO East Coast feed

Satcom IV

Transponder	*Owner/leasee*	*Service*
1	HBO	future use
2	CBS	day-Financial News Network evening-Bravo
3	Southern Satellite Systems	Satellite Program Network
4	WASEC	Home Sports Entertainment (Dallas)
5	ABC	future use
6	Business Times	financial service
7	National Christian Network	religious programing
8	Netcom	
9	Cablevision Systems	regional pay sports
10	RCA	
11	WASEC	Qube Network/Home Sports Entertainment (Houston)
12	CBS	evening-Playboy Channel
13	RCA	
14	Netcom	
15	Viacom Group W	evening-Biznet
16	Netcom	
17	Trinity Broadcasting Network	religious programing
18	RCA	
19	RCA	
20	Sports Time	regional pay sports
21	RCA	Nostalgia Channel
22	ABC	
23	National Christian Network	religious programing
24	NBC	

the radio networks were quick to adopt the technology. Over the past five years, satellite-delivered programing has become a mainstay of radio broadcasting. The first networks began making the move to Westar I in 1978 and 1979. The Mutual Broadcasting System, National Public Radio, RKO Radio Network and AP Radio were among the first to offer affiliates programing by way of the satellites.

The ABC, CBS and NBC radio networks, like their television counterparts, didn't rush into satellites. They studied the cost and quality associated with service on Western Union and RCA and ultimately opted for the latter. The gradual switch of their affiliates from landlines to satellites was completed late last year. RCA has congregated all its radio customers on Satcom I-R, which was launched April 1983 and which RCA intends to make its "radio bird." Joining ABC, CBS and NBC on the satellite are RKO, which made the move to Satcom I-R from Westar III last October, and Westwood One, a radio program syndicator which signed a multiyear lease for space on the bird just last month. Rice expects Mutual Broadcasting and other radio networks, now on the Westar system, to wind up on the satellite. Some 3,500 radio stations now have earth stations aimed at Satcom I-R and "in two years, every radio station will have a dish "looking at our bird," predicts Rice.

Syndicators At Home On Birds

Even though the television networks have been slow to use satellites for program distribution, most commercial broadcasters have found good reason to have an earth station, or two or three. Through such satellite service companies as Wold and Group W's TVSC, program producers and distributors have been putting some of their best material on the satellites.

"Our hottest business right now is the distributing of syndicated shows," says Wold. To make things as easy as possible on broadcast stations, he says, the company has congregated most of the syndicated programing it handles on a single transponder of AT&T's Telstar 301, which it calls the Wold Satellite Television Network. Congregating the programing on one satellite permits stations to downlink a wide variety of programing without having to swing their dish from one satellite to another, he says. Since Telstar 301 is the same satellite ABC and CBS have designated for the distribution of their network programing, some ABC and CBS affiliates will enjoy the extra benefit of being able to downlink network and syndicated programing without having to move their antenna, he says.

"I don't think [all syndicated programing] will ever be delivered by satellite," says Wold. The satellite carriers can't compete with the bicyling of videotapes, where each station receives a tape in the mail, makes a dub and forwards it to the next station, unless the owner of the programing wants his product to reach all his stations at the same time or during a relatively short period of time. *Entertainment Tonight* is "a classic example," he says. "We deliver it simultaneously to every station. It's a topical show. It has to be out today."

Distributors of first-run and off-networks programs are also willing to pay a premium for the speed of satellites, Wold says. Some barter syndicators "like to get their shows delivered on a single drop because if you go on a bicycle, the advertising gets out of sync." Wold cites, as an example, *On Stage America*, a musical variety show that Wold will be transmitting twice each Saturday by satellite for Metromedia Producers.

George Sperry, vice president and general

Seven in satellite services

Bonneville Satellite Systems

Group broadcaster Bonneville International's early interest in satellite communications led, after a couple of organizational twists and turns, to the formation of Bonneville Telecommunications/Satellite Systems Division last summer.

The satellite division, according to Bruce Hough, the division's vice president/general manager, is a full-service satellite network company, ready to move just about any type of video to any location the customer demands.

The division has been built on news. To bolster the news gathering capability of its owned television stations, Hough says, Bonneville acquired a transponder on Westar I and set up a Washington news bureau in 1979 "before it became fashionable." Leasing space near the Capitol, Bonneville set up a studio and operations center and began beaming its stations regular news feeds.

Satellite communications has had a major positive impact on news gathering, he says, and Bonneville feels it has been partly responsible for it. By making available satellite time—as little as 10 minutes at a time—and production equipment at a reasonable cost, he says, "we feel we made it cost-effective for television stations to broadcast news out of Washington."

Sports is another market where Bonneville is coming on strong. It got its start in 1981, handling the basketball games of Brigham Young University. Last year, it transmitted more than 300 collegiate and professional basketball games and, next year, it hopes to double that number. In addition, it has distributed many one-time or annual athletic events.

From the beginning, Bonneville has been active in satellite teleconferencing. And with the addition of an uplink in San Diego and an interconnected operations center in Los Angeles, Hough says, Bonneville is set to expand in syndicated programing transmission as well.

Whatever Bonneville does, it should have plenty of satellite capacity with which to do it. It holds four transponders on Westar IV and will acquire three (or possibly four) transponders on GTE Spacenet I, which is scheduled for launch on May 22.

Hughes Television Network

The 1984 Major League Baseball season opened last Monday (April 2) and the Hughes Television Network could not have been more pleased. Between opening day and the final day of the season in October, the division of New York's Madison Square Garden Corp. expects to transmit (mostly by satellite) more than 1,000 baseball games for broadcast on local television stations or cablecast on regional sports networks.

And it's not just baseball that swells Hughes's annual revenues. According to Hughes President John Tagliaferro, Hughes is a company for all seasons. In addition to the baseball games, which he says will burn up more than 3,000 hours of satellite time, Hughes will handle distribution of hockey, football and basketball games as well as outdoor and indoor soccer matches. In all, he says, around 5,000 events will pass through Hughes's booking department this year.

To handle all the sports traffic, Hughes holds five full-time and two part-time transponders on the Telstar and Westar systems. Although Hughes sometimes requires as many as a dozen transponders, he says, it can get by on six by leasing additional time from carriers and resale carriers on an occasional-use basis. "You do need a certain amount of [satellite] inventory you can count on to get these events moved around."

Unlike other satellite networking companies, Hughes has found it can get by just fine without an extensive network of ground facilities. This is primarily due to the nature of Hughes's marketing. It has purposely eschewed the teleconferencing and program syndication businesses which demand extensive ground facilities.

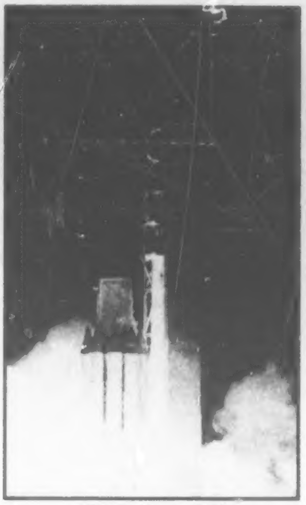
According to Tagliaferro, Hughes intends to "stick to our bread-and-butter" of sports transmission business. To divert energies and resources into other markets, he says, might lead to a drop in the quality of Hughes's sports service and cause its sports business to suffer. "It could detract from something that has gone well for us over the years."

Netcom

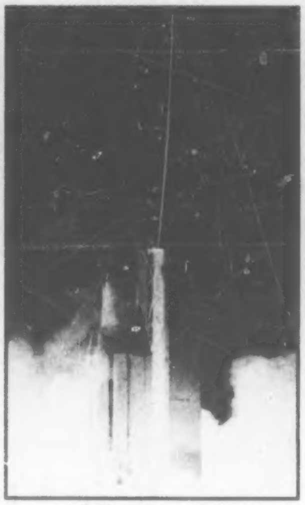
When William Tillson founded Netcom three years ago, he thought he had a big advantage over other high-tech start-up companies: little money.

Netcom's 34-year-old president and chief executive officer said he jumped into the satellite networking business with just $15,000. "That forced us to be profitable very quickly," he says. After just three months of operation, Netcom turned a profit and "this year, when the company does $16 million, we will still make money." While other well-capitalized "second generation" satellite service companies foundered, he says, poorly capitalized Netcom prospered. "We learned

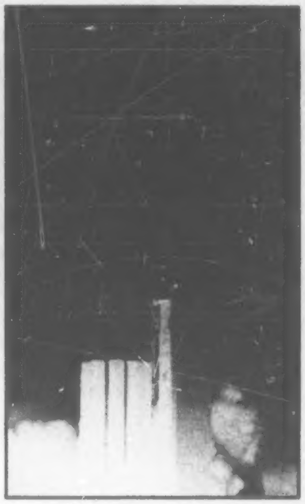
Comstar IV—March 1981



SBS II—Sept. 1981



RCA III—Nov. 1981



Satcom IV—Jan. 1982

manager of TVSC, agrees with Wold. "Satellite distribution is not appropriate in every case," he says. " Stations must strike a balance between satellite delivery of programing, purchasing a tape library and the traditional tape bicycling. It is important for the producer, station and distributor to work together to determine the most efficient and sensible method of delivery for each program."

Ever since that Brewers-Rangers game in 1975, satellite transmission of live sports events for local broadcasters, broadcast and cable networks and closed-circuit promoters has been a big business. Such transmissions are primarily the province of Hughes Television Networks, Wold Communications and Bonneville Telecommunications/Satellite

how to do the business on profits."

Another key to Netcom's success is Robert Patterson, who cut his teeth at Hughes and who was instrumental in establishing Wold Communications as a satellite networking force. (While at Wold, he says he "conceived and arranged" the satellite transmission of the Milwaukee Brewers-Texas Rangers baseball game in 1975 that marked the start of the current era of satellite television distribution.) When Patterson became disenchanted with his role at Wold in the summer of 1981, he joined Netcom as part owner and operational head. "Bill is good at cutting deals and making arrangements and running an organization," Patterson says. "We combined that with my expertise, contacts and credibility."

Netcom started out primarily in the satellite teleconferencing business, but expanded rapidly into providing services for cable and broadcast programers. Through some creative joint ventures and contractual arrangements, it has established an extensive terrestrial network including fixed uplinks in Los Angeles and Atlanta, four transportable uplinks and some 300 transportable downlinks. Its space "inventory" now includes three transponders on Satcom IV, two on Satcom I-R and one on Westar V.

As Tillson readily admits, he is ambitious and if Netcom goes bust one day it won't be because it wasn't aggressive enough. Tillson said Netcom is ready to challenge Wold, TVSC and Bonneville for a hunk of the satellite syndication business and to pour a certain percentage of those profits into co-producing programing.

Public Service Satellite Consortium

The Public Service Satellite Consortium was established by colleges, hospitals, associations and other nonprofit institutions to put communications satellites to work for them. The PSSC was successful, providing information and producing satellite teleconferences for its members.

In the early 1980's, says President Elizabeth Young, PSSC found that an increasing number of entities that were calling it for information or help in videoconferencing were nonmembers and, indeed, for-profit corporations. Thus, she says, PSSC formed a for-profit subsidiary in 1981, Services by Satellite Inc. (SatServ), on the assumption that it would be a "more appropriate" vehicle for serving for-profit clients.

In PSSC's fiscal 1983, SatServ generated around $1 million in revenues, doubling the 1982 total. It's list of satellite videoconferencing clients included Pan American Airways, IBM, Petro-Lewis Securities and Sieber-McIntyre. Interest in satellite videoconferencing is steadily increasing, Young says. PSSC and SatServ produced 35 satellite videoconferences last year, she says, and this year SatServe alone is expected to handle around 30.

Besides its expertise at videoconferencing, which was acquired over seven years of producing them, the chief assets of PSSC and SatServ are an earth station and production studio in Denver and a transportable uplink based in the city. The transportable has been leased to a variety of commercial and noncommerical clients, including ABC, ESPN, NBC Sports and Minnesota Public Radio.

According to Young, SatServ's principal project now is the establishment of the Campus Conference Network—downlinks at colleges and universities that are willing to serve as receive-sites for the PSSC and SatServe videoconferences. So far, she says, 22 schools have signed and another 40 or so are expected to be on board by the start of the fall semester. The schools have to pay for the downlinks and provide the site's conference facilities, but she says they will be compensated with a share of the videoconferencing revenues.

TVSC

Group W's Television Videotape Satellite Communications (TVSC), in different incarnations and under different names, has been duplicating and distributing syndicated programing for a long list of clients for the past quarter century. From the firm's early days in the basement of KDKA-TV Pittsburgh, the distribution was accomplished through the "bicycling" of videotapes.

"But four or five years ago," says George Sperry, TVSC's vice president and general manager, "we decided that if we didn't get in the satellite delivery business, we were going to one day ask ourselves the question: 'Where did the parade go?' "

Not wanting to be left behind, Sperry says, TVSC, which is still based in Pittsburgh, began using the satellites and today about 30% of its traffic goes over the birds. One way or another, TVSC distributes about 325 hours of programing each month, which TVSC claims is more than 60% of all syndicated programing hours.

Although Sperry expects satellites to play an increasing role in syndicated program distribution, he doesn't believe it will ever play the lone role. It will always be more economical and practical to deliver certain well-worn off-network programing, which can be aired any time, by videotape, he says. "I am very optimistic about what is going to happen. Satellite distribution is going to grow by leaps and bounds, but it will never totally replace videotape."

TVSC has delivered its share of

Systems Division. The three are responsible for bouncing thousands of events off satellites each year.

Closing In On Closed Circuit

Possessing the ability to scramble satellite signals, Videonet, a Glendale, Calif.-based satellite services company, has over the past two years transmitted seven professional boxing matches to closed-circuit theaters across the country. The lastest transmission occurred March 31, according to David Badoud, national marketing manager. Videonet uplinked the featherweight fight between Juan LaPorte and Wilfredo Gomez from Roberto Clemente Coliseum in San Juan, P.R., to 25 locations around the U.S.

The scrambling of closed circuit events, as Videonet found out last November, is a precarious business with little margin for error. The Nov. 10 fight between Marvin Hagler and Roberto Duran had "to go in the clear," Badoud says, because of the failure of technicians at a key New York closed-circuit location—one of 330—to descramble the satellite signal. To insure that the location received its feed, he says, the fight's promoter, Top Rank, ordered Videonet not to scramble the signal shortly before the opening bell, he says. As a result, some of the local closed-circuit promoters, who lost money on the fight, are balking at paying Top Rank, he says.

Videonet has been using Oak's Orion system to scramble its feeds for two very good reasons: Orion has been the only system available and Oak has been the majority owner of Videonet. But things are changing. A group of private investors was to complete the purchase of Videonet last week while M/A-COM and others are aggressively marketing a low-cost alternative to Orion, Badoud says. Videonet is investigating those alternatives, he says.

Videonet also appears to be losing its lock on the closed-circuit transmission business. William Tillson, president of Netcom, a growing multifaceted satellite services company, says Netcom is in the process of purchasing M/A-COM's Videocipher II system and expects delivery of the equipment by the end of the year. Looking ahead, Tillson sees plenty of competition. "I think when you break the $250 per decoder barrier, you will see a lot of people in there."

The Biggest News In News

With the possible exception of the ENG camera and recorders, nothing has made a greater impact on the gathering of news for television than satellites. Network and local news programs have been greatly enhanced by the ability to import economically via satellite video clips and news reports from anywhere in the country. Some local stations are passive receptors of news material put on the satellites by news syndicators, free-lancers and cooperatives, but others have set

Another anniversary. While Western Union celebrates the 10th anniversary of the launch of Westar I, the International Telecommunications Satellite Organization celebrates the 20th anniversary of its formation. On Aug. 20, 1964, representatives of 11 nations formed Intelsat with the goal of building a worldwide satellite network. Intelsat launched its first satellite, the Hughes-built Early Bird in April 1965, and now operates a global satellite network of 15 satellites and 767 earth stations. The meeting of the 108 signatories of Intelsat in Washington today (April 9), according to an Intelsat spokesman, officially marks "the opening" of the anniversary year.

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teleconferences, special events and news via satellite, but the syndicated programing seems to be TVSC's future as well as its past. To handle the different kinds of traffic, TVSC maintains elaborate facilities for the duplication, playback and storage of tapes. The operations center in Pittsburgh has tape machines in virtually every format in use today. It has transmit-receive earth stations in Los Angeles and Pittsburgh and access each year to 21,900 hours of transponder time on Westar V and Satcom IV.

VideoStar Connections

VideoStar Connections Inc. does "not try to be all things to all people," says Jim Black, executive vice president of the Altanta-based satellite services company. "All we try to do is provide a transparent channel for the message. We are just like Federal Express: Tell us where to pick up [the video] and we will deliver it anywhere in the world."

According to Black, videoconferencing now accounts for about 60% of the company's business. In 1983, he says, VideoStar handled around 150 of the events, which varied radically in size. Annual revenues of the closely held company—Taft Broadcasting and Ed Taylor of Satellite Syndicated Systems are investors—exceed $10 million, he says.

In the foreseeable future, VideoStar plans to concentrate on transmissions of special events—news, entertainment, videoconferences—and stay away from the highly competitive business of handling syndicated programing, Black says. The latter is a "cutthroat" business based primarily on pricing, he says. "How do you differentiate your tape spinning and satellite uplinking from somebody's else's?" he asks. "It's the cheapest price and to hell with anything else."

Special events transmission is far less competitive, he says, because only a few firms can do it well. The service requires special skills and "very competent personnel."

What distinguishes VideoStar from some other satellite service firms is its commitment to Ku-band technology. Because there is no terrestrial usage of the band, Ku-band satellite signals can be uplinked or downlinked from virtually any location. It's an attribute that is particularly valuable in news gathering and one that VideoStar highlights in its promotion literature. VideoStar has 2 Ku-band portable uplinks and, under a tailor-made tariff with Satellite Business Systems, what amounts to a full-time Ku-band transponder on the SBS satellite system.

Its next addition to its Ku-band network will be a teleport in Washington. Last February, VideoStar and Pyramid Video, Washington, announced that they had formed a joint venture, the National Teleport, to install and operate two five-meter Ku-band earth stations atop the National Press Building in the city.

Wold Communications

In the realm of satellite networking services, Wold Communications is the original. On Aug. 9, 1975, it broke new ground in video transmission when it fed a baseball game between the Milwaukee Brewers and Texas Rangers from Milwaukee County Stadium to KXAS-TV Fort Worth via satellite.

Unsure about the orbiting microwave relay stations, Chairman Robert Wold recalls, the company, which was just four years old at the time, set up a redundant terrestrial network in case it failed. It didn't and Wold has never been unsure about satellite communications since.

Indeed, the medium propelled his company into prominence. Wold continued to siphon off sports transmission business from Hughes Television, long established in the industry, and expanded into the distribution of news, cable programing, special events and syndicated broadcast programing. The growth of the company, which is now about 20% owned by Cox Broadcasting, has been rapid. Between 1980 and 1983, Wold says, revenues tripled from around $10 million to $30 million.

Wold and Hughes were the industry's first resale carriers. They bought big chunks of satellite capacity on the Westar system at wholesale rates and used it for their services or resold it to broadcasters and others in small quantities at retail rates. Wold now holds nine full-time tranponders and, on occasion, will lease time on other transponders if the job calls for it.

Wold plans to hold its position in sports and news, Wold says, while putting an accent on handling syndicated programing. Wold is congragrating most of the syndicated fare on one satellite (AT&T's Telstar 301) and calling the package the Wold Satellite TV Network. The Wold Network now includes 28 recurring television programs and news services as well as occasional motion pictures and specials. Nearly 20 program distribution companies now make use of the Wold facilities.

Wold maintains operation centers in New York, Washington and Los Angeles which are linked with earth stations in Little Fall, N.J., Fairfax Station, Va., and the ABC television center in Hollywood, respectively.

up permanent bureaus in Washington and sent reporters and crews across the state or across the country to send back live or taped reports via satellites.

For spot news, the transportable earth stations, which have proliferated rapidly over the past few years, have proved an invaluable tool. Regardless of where in the country the news occurs, a transportable can be dispatched to the scene and be operating, within a day in most cases.

Jim Black, executive vice president of VideoStar Connections, tells of CBS News's order for one of VideoStar's transportables at noon on March 29 to cover the destruction caused by a string of tornadoes in North Carolina and South Carolina. VideoStar immediately sent one of its Atlanta-based units to Bennettsville, S.C. It arrived in time to beam live reports from the ravaged town during the *CBS Morning News*. CBS's bill, including the charge for satellite time on SBS, came to less than $6,000, according to Black.

Wold says he handles six syndicated news services. Telepictures' Newscope provides "feature material" that broadcast stations can weave into their local newscasts. The stories are transmitted twice a week—one hour each Friday and a half-hour each Saturday. Group W's Newsfeed, Wold says, provides harder news and more of it—around eight-and-a-half hours a week–through the Wold facilities to its clients.

The "whole area of news exchanging" is growing, says Wold. "News departments at local stations have a hell of a lot of stuff that they never would have had in the pre-satellite era." The trend is particularly evident in sports news. "Stations will have highlights from sporting events all over the country that are being picked up off satellites. You'll see the Chicago Cubs playing in St. Louis in Washington an hour after the game is over," he says.

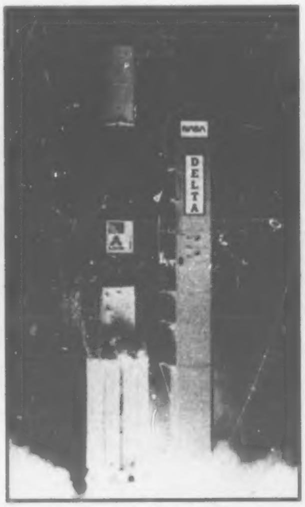
DBS Is The Latest Wrinkle

Communications satellite and earth station technology matured so rapidly during the 1970's that satellite-to-home broadcasting became feasible. Eight companies have been authorized by the FCC to build high-power satellites capable of beaming television pictures and other types of electronic information to home earth stations with dishes as small as two-and-a-half feet in diameter (see chart, page 50). So far, Comsat's Satellite Television Corp. is the only one of the group to begin construction of its satellites and make the attendant financial commitment. How many of the others will go as far is anybody's guess.

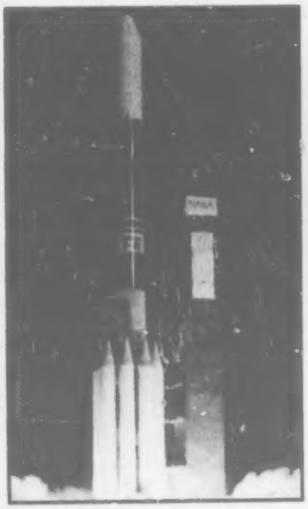
What the market will be like for direct broadcast satellites is also uncertain. STC and the others intend to serve a large portion of the between 20 million and 30 million homes that are expected never to be wired for cable. But that potential market may have shrunk considerably by the time STC gets its high-power satellites in orbit in 1986. United Satellite Communications Inc., a start-up company backed by General Instrument and Prudential Insurance, found that some of the late-model domestic communications satellite were powerful enough to deliver pay television to one-meter earth stations. It acquired a transponder on Telesat Canada's Anik C-II domestic satellite and began offering a five-channel service to a 24-state area over the Northeastern U.S in

Westar IV—Feb. 1982

Westar V—June 1982

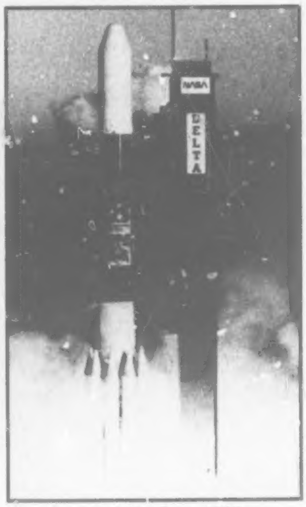

Satcom V—Oct. 1982

SBS III—Nov. 1982


Satcom I-R— April 1983

Galaxy I—June 1983

Telstar 301—July 1983


Satcom II-R—Sept. 1983

vember 1983. Sensing the threat months earlier, STC decided to use SBS IV, set for launch this August, to offer a similar service beginning late this year while it waited for its high-power birds to be completed.

When RCA and Western Union launched their first Satcoms and Westars a decade ago, they thought the satellites would be principally used for voice and data traffic. Although that usage didn't develop then, it may now.

Deveoping Voice And Data

Having let the bulk of the video and audio business slip away, Western Union is now aiming at the voice and data market. Western Union's Ragan believes there is a lot of money to be made in providing private network service for major corporations. "We believe we are in a unique position to provide that kind of service," he says. "We have abilities in terrestrial local distribution and long-haul transmissions and also we have the satellite element. We can answer the question of the last mile. If we can't do it with a customer-premise earth station, we can do it with microwave or cable."

Westar I may serve as the symbol of a new era of telecommunications. But what ever became of the "golden spike of the skies?" It ended nine years of service—two more than anticipated—during the spring of 1983 as a back-up for Westar II. During the week of April 18, 1983, Western Union technicians used the Westar I's remaining on-board fuel to boost the retired bird into a new orbit 40 miles higher to keep it from colliding with other geostationary satellites.

It's not a bad fate for a satellite. According to a Western Union spokesman, the satellite now drifts slowly westward, passing over the United States twice a year "in an eternal orbit." ☐

Next in line. Technicians at RCA Astro-Electronics are putting the finishing touches on Space-net I, a satellite built for GTE Spacenet Corp., and preparing the bird for delivery to Kourou, French Guiana, where it will be launched into geostationary orbit aboard the Ariane expendable rocket on May 22. The satellite is unlike any other in orbit, having both C-band and Ku-band transponders. It has the equivalent of 36 transponders.

One of the satellite's primary users will be GTE Sprint. To accommodate the long-distance telephone company, GTE Spacenet is constructing and will operate a $100-million earth station network. But, according to GTE Spacenet's Michael Jeye, the satellite will serve a number of video users.

Programing

'V' and 'Pompeii' highlight May sweeps

Specials, mini-series and original episodes of series on networks' slate

As expected, the three major networks are rolling out their big guns to prepare for the Arbitron and Nielsen May sweeps. The battle plan calls for a heavy slate of expensive mini-series, specials, blockbuster theatricals and original episodes of regular series programs. Although network programing heads at advertising agencies note that none of the known schedule looks as titilating as the mini-series all three networks ran in the February sweeps, most expect upcoming mini-series like ABC's *The Last Days of Pompeii* and NBC's *V: The Final Battle* to attract wide audiences.

And as has been network policy for the past several years, much of the regular series programing in the May sweeps will be original product that has been saved from going on the air until next month. ABC is planning to run new episodes of *Dynasty*, on top of the first-time broadcasts that come from such new product as *a.k.a. Pablo* and *Two Marriages*—although program watchers openly wonder if these programs, due to their poor reception by the public, will make it to the May sweeps. ABC's *Shaping Up*, which replaced *Oh Madeline!* in the Tuesday 9:30-10 p.m. slot will go off the air at the end of April and be replaced by new episodes of *Oh Madeline!*. (*Shaping Up* may return as a summer replacement series.) ABC also is planning special episodes for *Three's Company, Happy Days* and *Webster*, the last which is scheduled to have its final episode on Friday, May 4.

Based on reports from the networks, advertising agencies and station representative firms, a preliminary May schedule has begun to shape up. The schedule is only tentative, however, and networks can—and do—make programing changes at any time.

Among the CBS series expected to be all original episodes are *Suzanne Pleshette is Maggie Briggs, American Parade, One Day At a Time, Mama Malone* and two episodes of *Alice*. Among NBC series, the list includes *TV Bloopers, Double Trouble, Duck Factory, People Are Funny* and *Mama's Family*.

CBS leads off the May sweeps with a television premiere of "Being There," the *CBS Wednesday Night Movie* on May 2, at 8-11 p.m. On Thursday, May 3, at 9-11 p.m., CBS will forego its usually strong lineup of action/adventure and drama series in favor of a two-hour *Country Comes Home* special, featuring Glen Campbell and other country entertainers.

On Friday, May 4, NBC takes out its regular lineup to premiere the theatrical, "The Changeling," at 9-11 p.m. And on Saturday, May 5, CBS broadcasts a Bugs Bunny special at 8-8:30 p.m. as a lead-in to a repeat broadcast of the theatrical, "The Wiz," from 8:30 p.m. to 11 p.m.

But the real network battles do not begin until Saturday, May 6, when ABC runs *The Last Days of Pompeii* head-to-head over a three-day period against NBC's *V: The Final Battle* ("Closed Circuit," March 12). ABC takes the lead by opening *Pompeii* one hour ahead of *V* on Saturday, May 5, but the following two nights *Pompeii* and *V* are running against each other between 9 p.m. and 11 p.m.

CBS returns with another Bugs Bunny special on Saturday, May 12, at 8-8:30 p.m., and the following Sunday, May 13, NBC will premiere the made-for-television movie, *Family Secrets*, at 9-11 p.m., which stars Stephanie Powers, Maureen Stapleton and Melissa Gilbert.

Monday, May 14, is another night ABC and NBC are going head-to-head with special programing. ABC is scheduled to broadcast an *ABC Theater* presentation called *The Dollmaker*, starring Jane Fonda. NBC plans to go with the *19th Annual Academy of Country Music Awards* opposite *The Dollmaker*.

NBC tentatively plans to run regular series programing over the next four days—May 15-18.

Tuesday, May 15, sees CBS programing *Anatomy of an Illness* at 9-11 p.m., a made-for-television movie about former *Saturday Review* editor Norman Cousins' fight with a debilitating illness and featuring Ed Asner in the lead role.

On Wednesday, May 16, the *CBS Wednesday Night Movie* is *Kim*, starring Peter O'Toole. It's a three-hour broadcast from 8 p.m. to 11 p.m.

The following Thursday night sees CBS again pre-empting its strong lineup of regular series programing in favor of carrying the annual *Miss U.S.A.* pageant. CBS will also forego on May 18 its usually strong Friday night lineup to premiere the theatrical "Outland," starring Sean Connery. NBC will repeat the theatrical, "Dressed to Kill," opposite it.

CBS makes a substitution in the 8-9 p.m. Saturday slot, which this past season has been the berth of *The Dukes of Hazzard*, and slips in a one-hour repeat special, *Classic Creatures: Return of the Jedi*.

Sunday, May 20, and Monday, May 21, see ABC and NBC compete in their second major programing battle of the month. Starting on Sunday at 7-7:30 p.m., NBC will air a half-hour animated special, *The Smurfic Games*, featuring the Smurf characters participating in Greek-style Olympic games. It will be followed by a repeat of another half-hour special, *The Berenstain Bears' Easter Surprise*. From 8 p.m. to 10 p.m. that night, NBC will feature its main presentation—the first part of a mini-series called *The First Olympics: Athens 1896*. And ABC will run the first half of its mini-series, *Mystic Warrior*, from 8 p.m to 11 p.m. Later that night, from 10 p.m. to 11 p.m., NBC is scheduled to broadcast a Dean Martin roast.

On Monday, May 21, NBC airs the second part of its mini-series, *The First Olympics*, from 8 p.m. to 11 p.m., while ABC starts an hour later with the conclusion of *Mystic Warrior*.

The *CBS Tuesday Night Movie* on May 22 features George Segal and Morgan Fairchild in *The Zanny Adventures of Robin Hood*. The following two nights, May 23-24, ABC pre-empts its regular lineup to run a premiere of the theatrical, "Prince of the City," starring Treat Williams.

Wednesday, May 23, at 8-9 p.m., NBC is planning to carry the *30th Anniversary College Bowl National Championship* live from Ohio State University.

On Friday, May 25, NBC will premiere a made-for-television titled *Summer Fantasies* from 9 p.m. to 11 p.m. It will star Dorothy Lyman from NBC's *Mama's Family*, Ted Shackelford from CBS's *Knots Landing* and Michael Gross from NBC's *Family Ties*.

The television premiere of the theatrical "Xanadu," starring Olivia Newton-John, is scheduled to run on Saturday, May 26, from 9 p.m. to 11 p.m. On Sunday, from 9 p.m. to 11 p.m., ABC Sports will present the annual Indianapolis 500. NBC will premiere a two-hour pilot in the same period, *No Man's Land*, starring Stella Stevens.

On Monday, May 28, NBC is scheduled to carry a Bob Hope birthday special, from 9 p.m. to 11 p.m. Hope will be 81. *The Screen Actors' Guild 50th Anniversary Special* is scheduled to be carried by CBS on Tuesday, May 29, in the 9-11 p.m. slot usually reserved for the weekly *CBS Tuesday Night Movie*. The following night, Wednesday, May 30, the *CBS Wednesday Night Movie* will feature the television premiere of the

"Oz" helps give CBS the week

CBS won the 27th week of the 1983-84 season by 1.4 of a rating point over ABC and three rating points over NBC. According to Nielsen's National Television Index, CBS won the weekly prime time ratings with an average 17.4 rating and 28 share compared to a 16/26 for ABC and a 14.4/23 for NBC.

CBS won Monday, Thursday, Friday and Sunday nights while ABC took Wednesday and Saturday and NBC won Tuesday. Seven of the top 10 shows belonged to CBS, but ABC's ***Dynasty*** was the top ranked show of the week, perhaps due to the pre-emption of ***Dallas*** in favor of CBS's perennial broadcast of the "The Wizard of Oz", which was ninth in the week's ratings.

The combined network share for the week was 77, down from an 84 for the comparable week in 1983—although last year's combined share might have been inflated due to ABC's ***Thorn Birds*** mini-series.

In the evening news wars, CBS maintained its lead with a 13/23 for the ***CBS Evening News With Dan Rather***, while NBC's ***Nightly News*** placed second with 11.1/20 and ***World News Tonight*** on ABC came in third with 10.6/19.

In season-to-date averages, CBS has the lead with 18.1/28, followed by ABC with 17.2/27 and NBC with 15/25.

The week ended April 1, night by night:

- CBS's win for Monday, March 26, was based on the strength of its regular series programing and the second episode of ***Kate & Allie*** which ranked eighth for the week, averaging 20.6/31 (the week before it was fourth).
- Tuesday night was NBC's. Fueled by its strong lineup of ***A-Team, Riptide and Remington Steele***, it rolled up a 30.8 average share. The second outing for CBS's ***American Parade*** garnered an 11/17, the same rating it achieved in its premiere broadcast.
- ABC won Wednesday night with an average share of 35.1, more than 10 share points ahead of second-place NBC for the night and nearly 18 share points ahead of CBS, which carried the Democratic presidential debate. The debate attracted a 10.4/16, and was no competition for a rerun of ***Fall Guy*** on ABC (20/32) or ***Real People*** on NBC (15.7/25). The top rated program of the week, ***Dynasty***, attracted a 25.2/39, while a rerun of ***Hotel*** following it drew a 19.8/34.
- Thursday night reverted to CBS with its lineup of action and drama shows. It won with an average 38 share, while ABC and NBC nearly tied with 21.3 and 21.5 shares respectively. All three of CBS's Thursday night shows—***Magnum, P.I., Simon & Simon*** and ***Knots Landing***—ranked in the top 100.
- CBS's broadcast of "The Wizard of Oz" drew a 34 share, the same as last year. It was the 18th time "Oz" had been broadcast on CBS, and the 26th time it had been seen on network TV. (NBC carried it in 1968-75.)
- Saturday night was the closest race among the three networks for the week, although ABC managed to win with an average share of 25.3. However, CBS's ***Mike Hammer*** beat out ABC's ***Fantasy Island*** by six share points with an average 17.1/31.
- Although CBS won Sunday night with its regular lineup, the 9-11 period went to NBC and its made-for-TV movie ***Flight 90: Disaster***, which averaged 20.4/32. ABC's made-for-television movie, ***Samson & Delilah***, which played opposite it, averaged a 16/26.

Rank	Show	Network	Rating/Share
1.	Dynasty	ABC	25.2/39
2.	Simon & Simon	CBS	25.0/39
3.	A-Team	NBC	24.4/37
4.	Magnum, P.I.	CBS	23.6/37
5.	Knot's Landing	CBS	23.3/38
6.	60 Minutes	CBS	22.6/38
7.	Newhart	CBS	21.0/32
8.	Kate & Allie	CBS	20.6/31
9.	Wizard of Oz	CBS	20.4/34
10.	Flight 90: Disaster	NBC	20.4/32
11.	Fall Guy	ABC	20.0/32
12.	Cagney & Lacey	CBS	19.9/35
13.	Matt Houston	ABC	19.8/35
14.	Hotel	ABC	19.8/34
15.	TV's Bloopers, Practical Jokes	NBC	18.7/28
16.	Scarecrow & Mrs. King	CBS	18.6/28
17.	Hardcastle & McCormick	ABC	18.6/28
18.	Riptide	NBC	17.8/28
19.	Mike Hammer	CBS	17.1/31
20.	Terrible Joe Moran	CBS	17.1/28
21.	Three's Company	ABC	17.1/26
22.	20/20	ABC	16.6/27
23.	Samson and Delilah	ABC	16.5/26
24.	Alice	CBS	16/.5/25
25.	Foulups, Bleeps & Blunders	ABC	16.4/25
26.	Jeffersons	CBS	16.4/24
27.	Remington Steele	NBC	16.0/27
28.	Diff'rent Strokes	NBC	15.8/27
29.	Silver Spoons	NBC	15.8/27
30.	Love Boat	ABC	15.7/26
31.	Real People	NBC	15.7/25
32.	Family Ties	NBC	15.7/24
33.	Anne Murray Special	CBS	15.6/28
34.	Hart To Hart	ABC	15.5/26
35.	Webster	ABC	15.5/25
36.	Trapper John, M.D.	CBS	15.4/26
37.	Shaping Up	ABC	15.4/24
38.	Gimme A Break	NBC	15.3/24
39.	Knight Rider	NBC	15.3/23
40.	Benson	ABC	15.2/26
41.	Masquerade	ABC	15.2/25
42.	Cheers	NBC	15.2/23
43.	St. Elsewhere	NBC	15.1/26
44.	Facts of Life	NBC	14.9/23
45.	People Are Funny	NBC	14.8/25
46.	T.J. Hooker	ABC	14.6/29
47.	a.k.a. Pablo	ABC	14.6/22
48.	Airwolf	CBS	14.5/24
49.	Best Kept Secrets	ABC	14.2/23
50.	Suzanne Pleshette Show	CBS	13.8/20
51.	Fantasy Island	ABC	13.7/25
52.	Night Court	NBC	13.7/21
53.	Automan	ABC	13.5/20
54.	Only When I Laugh	NBC	13.4/22
55.	Mama's Family	NBC	12.8/21
56.	Lottery	ABC	12.6/20
57.	Domestic Life	NBC	12.5/18
58.	Hill Street Blues	NBC	12.4/20
59.	Buffalo Bill	NBC	11.7/18
60.	Ripley's Believe It or Not	ABC	11.5/19
61.	I Was A Mail Order Bride	CBS	11.0/17
62.	American Parade*	CBS	11.0/17
63.	Master	NBC	10.8/18
64.	That's Incredible	ABC	10.8/17
65.	Dukes Of Hazzard	CBS	10.2/17
66.	Yellow Rose	NBC	9.7/17
67.	We Got It Made	NBC	8.3/14
68.	Yellow Rose, special	NBC	9.7/17
69.	First Camera	NBC	5.5/9

*indicates premiere episode

1.48 kw aur.; HAAT: 567 ft., and ant. height above ground: 495 ft. Address: PAC 580, Sangamon State University, Springfield, Ill. 62708. Applicant is nonprofit corporation organized to operate noncommercial educational broadcast stations and consisting of eight educational institutions, four businesses and one public broadcasting station. It is headed by Gordon Millar, chairman. Various corporation members also have interest in Illinois stations *WCBU(FM) and *WTVP(TV), both Peoria; *WSSR(FM) Springfield; *WIUM(FM) Macomb; WJPT(TV) Jacksonville; *WWQC(FM) Quincy, and WGEM-AM-FM-TV Quincy; WSJV(TV) Elkhart, Ind.; KTTC(TV) Rochester, Minn., and WVVA(TV) Bluefield, W. Va., and are permittees for ch. 22 Macomb, Ill. Filed March 22.

■ Greenville, Miss.—Chester Smith seeks ch. 44; ERP: 2,698 kw vis., 269.8 kw aur.; HAAT: 794 ft., and ant. height above ground: 778 ft. Address: 408 Cannon St., Greenville, Miss. 38701. Applicant owns Mound Bayou Cable TV, Cable TV of Tchula, Grambling Cable TV and Interchange Cable TV, and is app. for new TV at Vicksburg, Miss. Filed March 6.

■ *Omaha—Trinity Translators Inc. seeks ch. 48; ERP: 1,000 kw vis., 100 kw aur.; HAAT: 417 ft., and ant. height above ground: 317 ft. Address: 9132 Park Dr., Omaha. Applicant is nonprofit corporation organized under state of Nebraska and headed by Dennis Trip, president, construction contractor. It is affiliated with Christian Broadcasting Network Inc., Trinity Broadcasting Inc. and Nebraska Educational TV, and has no other broadcast interests. Filed March 22.

Ownership changes

Applications

■ WMOB(AM) Mobile, Ala. (1360 khz, 5 kw-D)—Seeks assignment of license from Beacon Broadcasting Inc. to Buddy Tucker Enterprises Inc. for $395,000, comprising $25,000 cash, $112,350 note, and $257,700 assumption of seller's note. Seller is 100% owned by Quality Media Corp., media broadcast consultant and equipment seller. It is owned by Bill Kitchen and his wife, Carolyn (93%), and James E. Slaughter (7%). All three are involved in operation of Quality Media. Beacon also owns WZRA(AM) Chattanooga, and is applicant for LPTV CP on ch. 53 at Colorado Springs. Quality Media has CP for new AM at Pago Pago, American Samoa. Buyer is equally owned by Theodore D. Tucker and wife, Dorothy Levaughn Tucker (50% each). Tucker is director of overseas broadcasting for seller and general manager of WMOB. He has no other broadcast interests. Filed March 21.

■ KJOI(FM) Los Angeles (98.7 mhz, 75 kw, HAAT: 1,180 ft.)—Seeks transfer of control of CCLA Communications Inc., a California Corporation, from CCLA Communications Inc., a Delaware Corporation, to Noble Broadcast Consultants Inc. for $18,500,000 cash, including $250,000 noncompete agreement (see "In Brief," March 26). Price is record for stand-alone FM. Seller, wholly-owned subsidiary of Beatrice Foods Co., is radio program consultancy firm and radio syndicator based in San Diego and headed by John Lynch, president. It also owns XETRA-AM-FM Tijuana, Mexico (San Diego). Buyer is principally owned by Edward J. Noble Sr., president (49%), who has no other broadcast interests. Filed March 20.

■ WQIK-AM-FM Jacksonville, Fla. (AM: 1320 khz, 5 kw-U; FM: 99.1 mhz, 100 kw, HAAT: 620 ft.)—Seeks assignment of license from Rowland Broadcasting Inc. to Jacor Broadcasting of Florida Inc. for $4,950,000, comprising $1,500,000 cash, $3,450,000 note and $50,000 noncompete agreement. Seller is equally owned by Marshall W. Rowland, president (50%), and wife, Carol (50%). They also own WOXM-AM-FM Gordon, Ga., and 50% of applicant for new LPTV on ch. 53 at Vero Beach, Fla. Buyer is wholly owned subsidiary of Cincinnati-based Jacor Communications Inc., public company of more than 300 stockholders headed by Terry S. Jacobs, president and chairman (26.9%). Parent company owns WVOI(AM) Toledo, Ohio; WTSJ(AM) Cincinnati; WTOW(AM) Towson, Md.; WURD(FM) Georgetown, Ohio, and WKYG(AM)-WQAW(FM) Parkersburg, W. Va. Filed March 22.

■ WLKF(AM) Lakeland, Fla. (1430 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Kelly Communications Inc. to Chapman S. Root Revocable Trust for $470,000, comprising $445,000 cash and $25,000 note and including $30,000 noncompete agreement. Seller is owned by James C. McCrudden, president (59.3%), and 12 others. It also owns KJEZ(FM) Poplar Bluff, Mo.; KTGR(AM)-KCMQ(FM) Columbia, Mo., and WOWD(FM) Tallahassee, Fla., and some of its stockholders also have interest in WJQI(AM) New Bern, N.C. Buyer is wholly owned by Chapman S. Root, trustee, and is licensee of WVFM(FM) Lakeland, Fla.; WNDB(AM)-WWLV(FM) Daytona Beach, Fla., and KMVT(TV) Twin Falls, Idaho. Root is businessman and investor who formerly owned Coca-Cola bottler distributorship. He has no other broadcast interests. Filed March 23.

■ WAZA(AM) Bainbridge, Ga. (1360 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Sowega Broadcasting Inc. to Vision Communications Inc. for $207,000, comprising $40,000 cash, $93,000 assumption of debt and balance in note. Seller is equally owned by Roy Simpson, president (50%), and Don Kirksey (50%). Simpson is general manager at WAZA. Kirksey owns and runs Don Kirksey Ford, car dealership in Bainbridge. Buyer is equally owned by Austin L. Phillips, president (25%), and wife, Janet M. (25%), and by Fred H. Smalley (25%) and wife, P. Janet (25%). They have no other broadcast interests. Filed March 23.

■ WGTF(FM) Nantucket, Mass. (93.5 mhz, 3 kw, HAAT: 100 ft.)—Seeks assignment of license from American Wireless Corp. to C.C.N.B. Corp. for $750,000 cash plus $300,000 noncompete note. Seller is owned by John H. Garabedian, president (95%), and David O'Leary (5%). Garabedian also owns 90% of permittee for WETR-TV Marlborough, Mass., and is beneficiary of trust holding shares in licensee of WTTP(AM) Natick, Mass. O'Leary is director of permittee of WGTR-TV Marlborough, Mass. Buyer is owned by Bruce N. Harris, president (10%), Maurice B. Wyman (20%), Michael D. O'Neil (20%), Pamela K. Harris (10%), Daniel C. Hostetter (20%) and Michael P. Wyman. Harrises are married and Wymans are brothers. None have other broadcast interests. Maurice and Michael Wyman are restaurant owners. O'Neill is attorney with O'Neill and Kenney, law firm in Hyannis, Mass. Harris will be operations manager for WGTF. Hostetter is restaurant owner and real estate developer. Filed March 23.

■ KMWR-FM Vandalia, Mo. (100.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Vancom Inc. to Clarcom Inc. for $150,000 cash. Seller is principally owned by William E. Ott (93%), radio engineer. He has no other broadcast interests. Buyer is owned by B. John Clark (61%) and Brenda J. Clark (39%), husband and wife, who have no other broadcast interests. They own donut shop in Pittsfield, Ill. Filed March 7.

■ KATQ-AM-FM Plentywood, Mont. (AM: 1070 khz, 5 kw-D; FM: 100.1 mhz, 3 kw, HAAT: 34 ft.)—Seeks transfer of control of Stallard Broadcasting Inc. from Harold L. Stallard and wife, Peggy V. Stallard (each 44% before, none after) to their son, Bill E. Stallard (6% before, 94% after) for $105,000 cash. Bill Stallard's wife, Cheryl, owns other 6% of company. Seller is Perry, Kan., farmer with no other broadcast interests. Buyer is president of Stallard and general manager of KATQ-AM-FM. He is 10% applicant for new FM at Bozeman, Mont., and 10% limited partner of permittee of new TV on ch. 7 at Bozeman. If FM app. is granted, he will give up interest in new TV. Filed March 15.

Summary of broadcasting
as of February 29, 1984

Service	On Air	CP's	Total *
Commercial AM	4,740	170	4,910
Commercial FM	3,551	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,431	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	535	23	558
Commercial UHF TV	340	222	562
Educational VHF TV	111	3	114
Educational UHF TV	173	25	198
Total TV	1,159	273	1,452
VHF LPTV	192	74	266
UHF LPTV	71	136	207
Total LPTV	263	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WDBS(FM) Durham, N.C. (107.1 mhz, 3 kw, HAAT: 295 ft.)—Seeks assignment of license from Classic Ventures Ltd. to Airways Inc. for $750,000 cash, plus four noncompete agreements of $60,000 each. Seller bought station two years ago for $475,000 (see "Changing Hands," Aug. 16, 1982). It is owned by Howard A. Wilcox, president (25%), Thomas L. Swatzel (25%), Jerry W. Oakley (25%) and William McDonald III (25%). Swatzel (40%) and Oakley (30%) own WIRC(AM)-WXRC(FM) Hickory, N.C. Wilcox is general manager of WDBS. Oakley is president and general manager of WIRC-WXRC. McDonald is mayor of Hickory. Swatzel is Hickory businessman. Buyer is owned by Richard G. Glover, president (40%), Robert Eisner Jr. (30%) and Ray Livasy (30%). It also owns WDUR(AM) Durham, N.C. Glover's wife, Julia, owns 51% of WCCR(AM) Urbana, Ill. Filed March 22.

■ WKBQ(AM) Garner, N.C. (1000 khz, 1 kw-D)—Seeks assignment of license from Edjoux Inc. to Christopher C. Maggio for $300,000, comprising $80,000 cash and $220,000 note, and including $10,000 noncompete agreement. Seller is owned by Edward Paul, retired, and family, who have no other broadcast interests. Buyer is Chesapeake, Va., owner of soft drink vending machine company. He has no other broadcast interests. Filed March 19.

■ [CP]WNBB(FM) Grifton, N.C. (99.3 mhz, 3 kw, HAAT: 266 ft)—Seeks assignment of license from Hornet Broadcasting Inc. to Campbell-Hauser Corp. for $70,000 cancellation of note. Seller is wholly owned by Mark S. Manafo, president, who also owns 25% of KLRR(AM)-KLMC(FM) Leadville, Colo. Buyer, owned by Vann Campbell (75%), William J. Bunn (15%) and James A. Rochelle (10%), is licensee of WGTM(AM) Wilson, N.C. Filed March 23.

■ KITX(FM) Hugo, Okla. (95.3 mhz, 1.6 kw, HAAT: 400 ft.)—Seeks assignment of license from DLB Broadcasting Corp. to Harold E. Cochran for $340,000, comprising $125,000 cash and $215,000 note, plus $10,000 noncompete agreement. Seller is equally owned by David L. Boyd, president (33.3%), Leona F. Boyd, his mother (33.3%), and William E. Davis (33.3%). It also owns KITO(FM) Vimita, Okla., and its principals are applicants for new FM at Monte Vista, Colo. Buyer also owns KKBI-FM Broken Bow, Okla. Filed March 19.

■ WKBM-TV Caguas (San Juan) and WSUR-TV Ponce, both Puerto Rico (ch. 11; 200 kw vis., 39.8 kw aur.; HAAT: 1,178 ft.; ant. height above ground: 243 ft.; WSUR-TV: ch. 9; 57.5 kw vis., 7.2 kw aur.; HAAT: 2,775 ft.; ant. height above ground: 276 ft.)—Seeks chapter 11 transfer of control of American Colonial Broadcasting Corp. from American Stockholders (100% before, none after) to Television Broadcasting Corp. (none before, 100% after) for approximately $7,600,000, comprising $5 million cash at closing plus $1,125,000 on second anniversary of closing, and $100,000 each on third, fourth and fifth anniversaries, plus assumption of bankruptcy claim and other considerations. Seller is owned by family of late Ralph Perez Perry: widow, Zaida Ramirez (50%); daughters, Zaida and Ingrid, and son, Rafael (16⅔% each). It also owns WCAD(FM) San Juan, P.R., which will be spun off to existing stockholders before transfer of control is completed. Buyer is owned by Joaquin A. Villamil, president (19.23%); Telepictures Corp. (49.04%); Video Tape Systems Inc. (24.04%). and John Semack (7.69%). Telepictures last year bought KMID-TV Midland, Tex. ("Changing Hands," Oct. 17, 1983). Owners of Video Tape Systems, Panamanian corporation, also have interests in daily newspaper published in Caracas, Venezuela. Villamil and Semack have no other broadcast interests. Villamil is San Juan real estate developer and Semack is N.Y. investor. Filed March 16.

■ WWKX(FM) Gallatin, Tenn. (104.5 mhz, 100 kw, HAAT: 758 ft.)—Seeks transfer of control of WWKX Inc. from Ronald L. Bledsoe (100% before, none after) to Group 3 Broadcasting Inc. (none before, 100% after) for $6,500,000 cash, including $300,000 consultancy fee paid $150,000 each of two years. Application is contingent upon transfers of control that will assign license for WWKX from Sumner County Broadcasting Co. to WWKX Inc. Seller also owns WHIN(AM) Gallatin, Tenn. Buyer is owned by Gordon K. Smith, president (42.5%), Sumner & Hewes (42.5%), John R. Lease (10%), R. Frank Boulware (2.5%) and Marilyn Jennings (2.5%). Sumner & Hewes is law partnership of William Sumner and Nancy B. Hewes. Smith is co-owner of Smith/McNeal Inc., advertising agency in Atlanta, where Jennings is adminstrative secretary. Lease is vice president and Boulware is assistant controller of WXIA-TV Atlanta. Sumner also owns interest in WGRI(AM) Griffin, Ga. Others have no broadcast interests. Filed March 23.

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The Fifth Estate

Broadcasting Apr 16

WATCH
ALL NELL
BREAK LOOSE...

WHEN MCA TV RELEASES
GIMME A BREAK
STARRING NELL CARTER!

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CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

53d Year 1984

The Top 100

Vol. 106 No. 16

Broadcasting Apr 16

Second-quarter business looking robust
NAB exhibitors go through the roof
Special Report on the Fifth Estate's Top 100 companies

BIG BUSINESS □ Television and radio advertising sales look very strong for second quarter, with percentage increases possibly climbing to upper teens. **PAGE 39.**

SNEAK REVIEW □ Advertising agency officials who have seen scripts for fall pilots say product is more of the same—comedy, law enforcement, mini-series and made-for-TV movies. **PAGE 41.**

THROUGH THE ROOF □ NAB's exhibition floor expands to 700 companies—an increase of 100 over last year. Computer-related equipment leads the surge. **PAGE 41.**

ACT ATTACK □ Action for Children's Television blasts NAB booklet on state of children's programing. **PAGE 42.**

MEMORY LANE □ Anniversaries for events of 20 years past: license challenge, led by Everett Parker, of WLBT(TV) Jackson, Miss., on **PAGE 43,** and Intelsat's creation on **PAGE 44.**

REGIONAL REVIEW □ FCC eliminates regional ownership concentration rules in flurry of decisionmaking. **PAGE 48.**

LET's GET FISCAL □ BROADCASTING presents its annual view of the 1983 financial fortunes of the top 100 companies in electronic communications. The special report includes a sampling of salaries of some major players in the field, and a chart ranking companies by total revenues and by BROADCASTING's own Electronic Communications Index. **PAGES 51-61.**

WINNING NUMBERS □ Programing world sees increase in number and success of game shows. **PAGE 64.**

PAY BRITAIN □ U.S. pay programing companies are aligning themselves with British firms to operate services in England. **PAGE 66.**

MINI-SERIES APPLAUSE □ HRTS gathering hears praises sung for mini-series. **PAGE 70.**

RCA'S LATEST □ New CCD-1 camera, with chips replacing tubes, expected to replace Hawkeye. **PAGE 74.**

TRANSPONDER FOR SALE □ Proliferation of satellites has caused transponder business to be a buyer's market. **PAGE 78.**

EASING THE LOAD □ Although changes in FCC's attribution rules may not spark huge increase in investing, observors say rule changes will streamline process. **PAGE 82.**

MARKING WORDS □ Ed and David Markey present views on competition in international satellite carrier business. **PAGE 82.**

FIRMER GROUND □ Tone of annual National Public Radio conference is more upbeat than 1983, when network announced huge debt. **PAGE 91.**

QUBE ON ICE? □ TCI says if it buys Warner Amex's Pittsburgh system it will shut down Qube. **PAGE 94.**

CABLE CHAMPION □ Sammons Communications's Bill Strange brings a sense of what's possible to a strong voice for the cable industry. **PAGE 119.**

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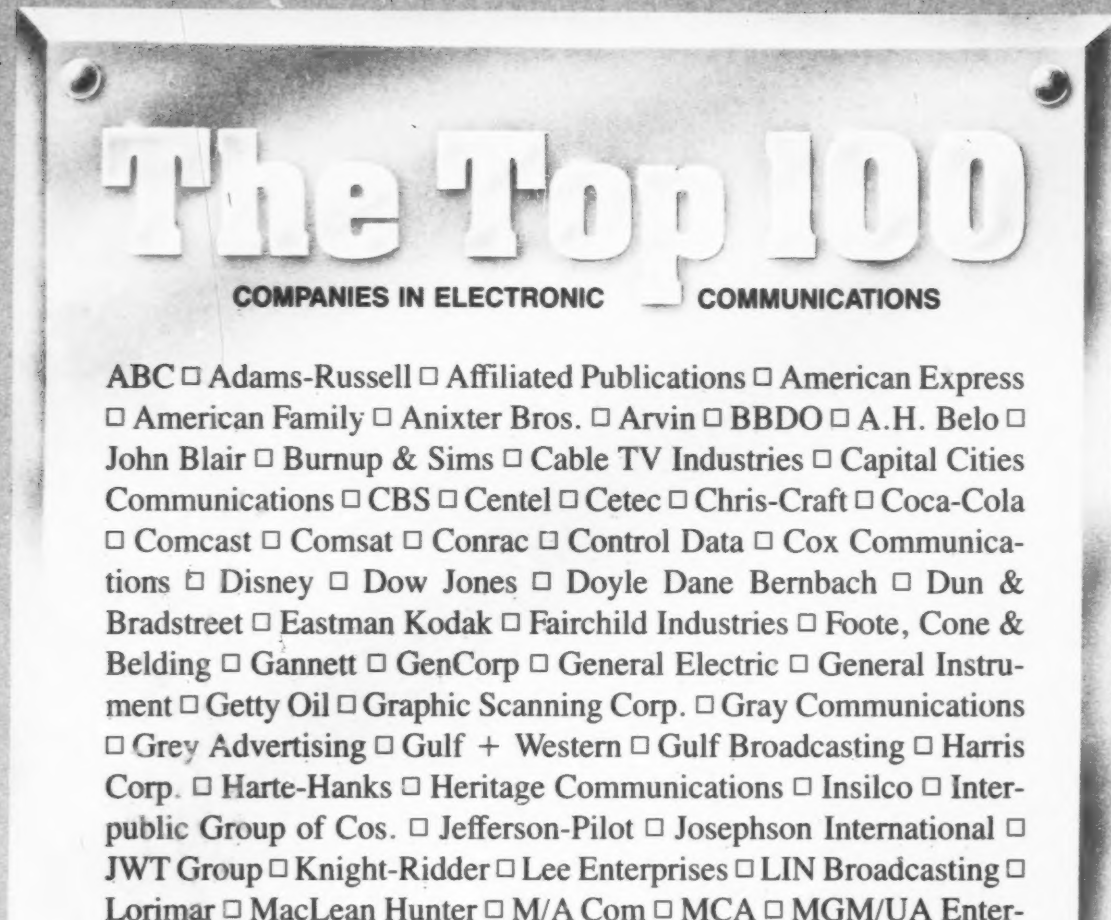

The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

ABC □ Adams-Russell □ Affiliated Publications □ American Express □ American Family □ Anixter Bros. □ Arvin □ BBDO □ A.H. Belo □ John Blair □ Burnup & Sims □ Cable TV Industries □ Capital Cities Communications □ CBS □ Centel □ Cetec □ Chris-Craft □ Coca-Cola □ Comcast □ Comsat □ Conrac □ Control Data □ Cox Communications □ Disney □ Dow Jones □ Doyle Dane Bernbach □ Dun & Bradstreet □ Eastman Kodak □ Fairchild Industries □ Foote, Cone & Belding □ Gannett □ GenCorp □ General Electric □ General Instrument □ Getty Oil □ Graphic Scanning Corp. □ Gray Communications □ Grey Advertising □ Gulf + Western □ Gulf Broadcasting □ Harris Corp. □ Harte-Hanks □ Heritage Communications □ Insilco □ Interpublic Group of Cos. □ Jefferson-Pilot □ Josephson International □ JWT Group □ Knight-Ridder □ Lee Enterprises □ LIN Broadcasting □ Lorimar □ MacLean Hunter □ M/A Com □ MCA □ MGM/UA Entertainment □ McGraw-Hill □ Media General □ Meredith Corp. □ Metromedia □ 3M □ Motorola □ Multimedia □ N.A. Phillips □ New York Times Co. □ A.C. Nielsen □ Oak Industries □ Ogilvy & Mather □ Orion Pictures □ Post Corp. □ RCA □ Reeves □ Rogers Cablesystems □ Rollins □ Scientific-Atlanta □ Scripps-Howard □ Selkirk Communications □ Signal Cos. □ Sony □ Stauffer □ Storer Communications □ Taft Broadcasting □ Tektronix □ Tele-Communications Inc. □ Telepictures □ Texscan □ Time □ Times Mirror Co. □ Tribune Co. □ Turner Broadcasting □ United Cable Television □ United Television □ Varian Associates □ Viacom □ Warner □ Washington Post Co. □ Western Union □ Westinghouse □ Wometco □ Zenith

Fifth Estate firms fare well in 1983

BROADCASTING's annual ranking finds most companies posting revenue and earnings improvement over 1982; GE heads revenue list, RCA takes top position on BROADCASTING's Electronic Communications Index

Lower interest rates, higher consumer spending and a disinflationary economy helped make 1983 a solid year for many of BROADCASTING's Top 100 Companies in Electronic Communications. As the economy recovered, so did the performance of many of the companies listed in the chart on pages 58-61. Only seven of the top 100 companies reported a loss in 1983, one less than in 1982.

The companies that make up the Top 100 are an eclectic group. The list includes publicly traded companies that engage in all areas of electronic communications, including radio and television broadcasting, cable television systems, subscription television, satellite master antenna television, program production, post-production video and audio services, program distribution and film licensing, advertising services and rating services. The list also includes companies on the new frontier of electronic communications: paging system and cellular radio operators, multipoint distribution service, direct broadcast satellites, teletext and videotex, low-power television, and manufacturers of equipment for all of the above.

The companies, confined to those publicly traded, are ranked by total revenue. BROADCASTING editors have also assigned each company an Electronic Communications Index (ECI) rank and percentage (the percentage of revenues contributed by their electronic communications interests).

By and large, BROADCASTING's Top 100 remained basically unchanged from last year. Among the companies that showed dramatic swings in position, however, were Gulf Broadcasting (28 to 95) and Oak Industries (46 to 61). Gulf Broadcasting was formerly part of Gulf United, a Florida-based insurance concern, before it was spun-off to shareholders last year. Oak Industries changed rank principally because of losses stemming from cable converter manufacturing and STV operations.

The list includes four new additions this year. Tribune Co. (23), the Chicago-based newspaper publisher, broadcaster and MSO was added because the formerly private company went public last year (7.7 million shares were sold on the first day of the offering, making it the largest public offering since the Ford Motor Co. went public 25 years ago). Also new to the list are Gulf Broadcasting (see above), Centel (30) and Comsat (58).

Mergers, aquisitions and leveraged buyouts took a few of the previous year's Top 100 companies off the list. Most notably, Outlet Broadcasting (89 in 1982) was acquired by the privately held Rockefeller Center Inc., making full year financial information unavailable. Liberty (65 in 1982), a Eugene, Ore.-based MSO and station group owner, was dropped after it merged with Tele-Communications Inc. (65 this year), the Denver-based MSO. Getty Oil (2)—70% owner of ESPN—is on the list, although since February it has been a part of the Texaco oil empire. But Texaco has indicated it does not want to be in the entertainment business and has put the unit up for sale (BROADCASTING, April 9). Another company to disappear from the Top 100 is Wrather Corp. (90 in 1982), which qualified to be included because of a stake it held, until 1982, in Teleprompter (now Group W Cable). Wrather still owns the rights to *Lassie*, but its revenue from the show is negligible compared to its principal interest in hotels.

Another reason some companies did not make this year's list is that their ECI's were too small to justify inclusion. In addition to Wrather Corp., Pioneer falls into this category. Although the company manufactures cable converters, it derives substantially all its revenues from consumer electronics.

Figures are based on calendar-year reports. When the fiscal year did not coincide with the calendar year, as happened in a few cases, figures most closely approximating the calendar year were used wherever possible. Revenue figures are based on continuing operations and are after extraordinary or nonrecurring items. Figures for Canadian-based companies are reported in American dollars at an average exchange rate for the year.

Calculating the ECI is never an easy task. The index covers a wide spectrum—all revenues derived from Fifth Estate activities. Those include radio, TV and cable billings in the case of advertising agencies, a company's subsidiary that lays cable plant or one that distributes programing as well as firms that derive their principal revenues from the sale of air time or transmission equipment.

Wherever possible, the ECI was calculated by information provided in the company's annual report or other official sources. In cases where the company did not break out its line of business in electronic communications, an estimate was made with the help of a company official or other knowledgable sources.

Excluding Gulf + Western, which fell to position 13, last year's top 10 revenue producers held their ground, with Sony moving up from 11 to 10.

Number one General Electric maintained that standing despite the divestiture of all but one of its broadcast properties. Getty Oil remained number two, while its ECI dropped from 49 to 55. The remaining occupants of the top 10 are Eastman Kodak, American Express (which owns 50% of Warner-Amex Cable Communications), Westinghouse, RCA, 3M, Coca-Cola and Signal.

Fifth Estate companies have historically fared better than most companies in a recession—in 1982, 80 of the Top 100 firms posted revenue increases above the 3.9 December to December consumer price index. In 1983, with recession relegated to only certain pockets in the economy (steel, shipping), 83 of the Top 100 companies showed an increased above the 3.5 consumer price index—a considerably improved showing over 1981, when only 65 of the Top 100 posted real revenue growth.

Companies that reported earnings losses in 1983 were Warner Communications; Western Union; Oak Industries; Rogers;

The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

Burnup & Sims; Graphic Scanning and United Cable Television.

There were several companies that posted full-year 1983 revenues just under the $29,349,000 recorded by Cable TV Industries, the 100th ranked company. Among those that almost made the list are: Cowles Communications Inc., the Daytona Beach Fla.-based group owner; Compact Video Services Inc., a Burbank, Calif.-based production and post-production service company, and Tech-Ops Inc., a Boston-based technology concern that owns 90% of McCormick Communications, a group owner of five radio stations.

Another company excluded from the list is Des Moines Register & Tribune Co., which owns the Register Broadcast Group of four radio stations and two television stations. Although full-year 1983 revenues for the company were $88,523,000—with $21,791,000, or 25%, derived from Fifth Estate activities—BROADCASTING editors did not include the company in the Top 100 because it is not widely traded. It has fewer than 500 stockholders.

Eighty-three of the Top 100 companies had an increase in revenues in 1983 and 17 companies showed a decline. On the earnings side, 69 companies advanced and 31 retreated. Among the 83 companies that recorded higher revenues, the average increase was 17.82%. Among the 69 companies where profits rose, the average advance was 33.5%. On the other hand, among the companies that recorded lower revenues in 1983, the average decline was 14.75%. And the average decline among the 31 companies that had lower profits was 297.96%.

However, the last figure incorporates extraordinary losses for Graphic Scanning Corp. and Oak Communications. Leaving out those companies, the average earnings drop was 77.8%.

Listed in descending order of ECI revenues, the first 10 companies in BROADCASTING's Top 100 ECI index are: RCA, with ECI revenues of $3,510,920,000; Westinghouse, $3,145,758,000; ABC, $2,624,476,000; CBS, $2,388,145,000; Motorola, $1,731,200,000; North American Philips, $1,709,921,000; 3M, $1,337,410,000; Time Inc., $1,086,814,000; Zenith, $1,075,427,000, and General Electric, $803,910,000. The lowest ECI revenue contribution, $8,468,000, belonged to Stamford, Conn.-based Conrac, a manufacturer of information display and control products, including professional broadcast monitors. ☐

Some major Fifth Estate figures for 1983

The following is a sample of 1983 earnings by top executives of selected publicly held companies in the Fifth Estate. It is based on the latest proxy statements of those companies and other sources. Figures include total renumeration, contingent benefits and reimbursement, plus other forms of compenstaion.

ABC Inc.—Leonard H. Goldenson, chairman of the board, $863,230; Elton H. Rule, vice chairman of the board (retired 1-3-84) $775,327; Frederick S. Pierce, president, $734,846; Everett H. Erlick, executive vice president and general counsel, $403, 577; Michael P. Mallardi, executive vice president and chief financial officer, $405,577.

AT&T.—Charles L. Brown, chairman of the board and chief executive officer, $1,225,500; William M. Ellinghaus, president, $884,500; James E. Olson, vice chairman of the board, $843,000; Kenneth J. Whalen, $647,500; Thomas E. Bolger, executive vice president, $596,500.

Capital Cities Communications—Thomas S. Murphy, chairman and chief executive officer, $549,424; Daniel B. Burke, president and chief operating officer, $521,171; John B. Sias, executive vice president, $469, 421; John B. Fairchild, executive vice president, $380,000; John P. Dougherty, executive vice president, $377, 421.

CBS Inc.—Thomas H. Wyman, chairman, president and chief executive officer, $85[illegible],308; Gene F. Jankowski, vice president and president, CBS/Broadcast Group, $600,000; Walter R. Yetnikoff, vice president, and president CBS Records/Group, $1,049,577; Peter A. Derow, vice president and president CBS Publishing Group, $492,532; Thomas M. Kirwan, vice president, and president CBS/Columbia Group, $312,765.

Chris-Craft Industries—Herbert J. Siegel, chairman of the board and president, $995,455; Lawrence R. Barnett, executive vice president, $493,544; James J. Rochlis, executive vice president and president of Industrial Division, $320,609; Evan C. Thompson, vice president and president of Television Division, $477,418; Laurence M. Kashdin, vice president-finance and controller, $176,851.

The Coca-Cola Co.—Roberto C. Goizueta, chairman of the board and chief executive officer, $1,162,259; Donald R. Keough, president and chief operating officer, $811,274; Francis T. Vincent Jr., senior vice president, $646,178; Claus M. Haile, senior executive vice president, $562,759; Sam Ayoub, senior executive vice president and chief financial officer, $535,593; Ira C. Herbert, executive vice president, $532,688.

MCA Inc.—Lew R. Wasserman, chairman of the board and chief executive officer, $500,000; Sidney Jay Sheinberg, president and chief operating officer, $500,000; Thomas Wertheimer, executive vice president, $400,000; Albert A. Dorskind, vice president, $300,000; Alvin Rush, vice president, $325,000.

Maltite Communications Group—Milton Maltz, chairman of the board of directors and chief executive officer, $400,000; Carl E. Hirsch, president and chief operating officer, $274,038; John G. Rosenwald, executive vice president, director of radio, $191,619; John C. Chaffee Jr., senior vice president, director of television, $153,462; John R. Wilson, treasurer and chief financial officer, $107,500.

Meredith Corp.—E. T. Meredith III, chairman, $325,565; Robert A. Burnett, president and chief executive officer, $1,640,019; James E. Conley, president—Broadcasting Group, $941,477; Jack D. Rehm, president—Publishing Group, $257,313; Gerald D. Thornton, vice president—administrative services, $359,167.

The New York Times Co.—Arthur Ochs Sulzberger, chairman and chief executive officer, $779,881; Walter E. Mattson, president and chief operating officer, $574,921; Sydney Gruson, vice chairman, $543,216; John D. Pomfret, senior vice president, $456,279; Benjamin Handelman, senior vice president, $346,838.

RCA Corp.—Thornton F. Bradshaw, chairman of board and chief executive officer, $1,013,500; Robert R. Frederick, president and chief operating officer, $650,000; Richard W. Miller, executive vice president and chief financial officer, $447,500; Frank A. Olson, executive vice president, $500,000; Roy H. Pollack, executive vice president, $491,667.

Rollins Inc.—O. Wayne Rollins, chairman of the board and director, $500,000; R. Randall Rollins, president and director, $400,000; Gary W. Rollins, vice president and director, $239,000; Charles R. Patterson Jr., vice president and director, $175,000; Bill J. Dismuke, senior vice president, $167,000.

Viacom International—Ralph M. Baruch, chairman of the board, $475,000; Terrence A. Elkes, president, $426,154; Kenneth F. Gorman, executive vice president, $319,327; John W. Goddard, senior vice president, and president of Viacom Cable Television Division, $366,489; George C. Castell, vice president, corporate development, $456,000.

Westinghouse Electric Corp.—Douglas D. Danforth, chairman, $734,996; T.J. Murrin, president, Energy & Advanced Technology Group, $554,166; J.C. Marous Jr., president, Industries and International Group, $511,249; L. W. Yochum, senior vice president-finance, $493,327; R. E. Kirby, chairman (retired), $959,484.

TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP

	Company	Revenues (000)		%
		1983	1982	% change
1.	General Electric	$ 26,797,000	$ 26,500,000	1.1%
2.	Getty Oil	12,017,028	12,395,647	(3.1%)
3.	Eastman Kodak	10,170,000	10,815,000	(6.0%)
4.	American Express	9,769,600	8,092,600	20.7%
5.	Westinghouse	9,532,600	9,745,400	(2.2%)
6.	RCA Corp.	8,777,300	8,016,000	9.5%
7.	3M	7,039,000	6,601,000	6.6%
8.	Coca-Cola	6,829,000	6,021,000	13.4%
9.	Signal	6,151,000	3,731,000	64.9%
10.	Sony Corp.	4,747,953	4,531,245	4.8%
11.	Control Data	4,583,000	4,340,000	5.6%
12.	CBS	4,540,200	4,120,000	10.2%
13.	Motorola Corp.	4,328,000	3,785,847	14.3%
14.	Gulf + Western	4,243,018	5,358,223	(20.8%)
15.	North American Philips	3,799,825	3,168,052	19.9%
16.	Warner	3,425,272	4,090,651	(16.3%)
17.	ABC	2,948,849	2,664,528	10.7%
18.	Time Inc.	2,717,035	2,370,931	14.6%
19.	Gen Corp. Inc.	2,565,000	2,386,000	7.5%
20.	Times Mirror Co.	2,491,176	2,200,399	13.2%
21.	Harris Corp.	1,809,000	1,582,410	14.3%
22.	Gannett	1,703,646	1,519,514	12.1%
23.	Tribune Co.	1,586,526	1,431,358	10.8%
24.	MCA Inc.	1,584,539	1,586,022	(0.1%)
25.	Dun & Bradstreet Corp.	1,509,588	1,360,929	10.9%
26.	Knight-Ridder	1,473,369	1,327,987	10.9%
27.	Zenith	1,361,300	1,239,200	9.9%
28.	Disney	1,339,374	1,088,612	23.0%
29.	McGraw-Hill	1,295,175	1,193,587	8.5%
30.	Centel	1,272,128	1,156,180	10.0%
31.	Tektronix	1,208,759	1,200,609	0.7%
32.	New York Times Co.	1,091,302	933,692	16.9%
33.	Western Union	1,045,000	1,025,000	2.0%
34.	Jefferson-Pilot	1,030,035	1,024,336	0.6%
35.	General Instrument	974,317	957,059	1.8%
36.	Fairchild Industries	891,592	1,093,261	(18.4%)
37.	Washington Post	877,714	800,824	9.6%
38.	Dow Jones & Co.	866,437	730,673	18.6%
39.	Capital Cities	762,295	663,580	14.9%
40.	Varian	760,250	691,199	10.0%
41.	MGM/UA Entertainment Co.	711,130	801,934	(11.3%)
42.	American Family	703,518	584,623	20.3%
43.	A.C. Nielsen Co.	689,821	654,237	5.4%
44.	Insilco Corp.	674,224	636,034	6.0%
45.	M/A Com Inc.	631,590	610,887	3.4%
46.	Cox Communications Inc.	614,623	514,746	19.4%
47.	Interpublic Group of Cos.	603,044	565,435	6.7%
48.	Arvin Industries	600,605	513,905	16.9%
49.	Anixter Bros.	547,798	535,604	2.3%
50.	Metromedia	532,800	407,100	30.9%

Earnings (000) 1983	Earnings (000) 1982	% change	Profit margin %	Earnings per share	P/E ratio	ECI %	ECI rank
$2,024,000	$1,817,000	11.4%	7.6%	$4.45	12	3%	10
494,314	691,590	(28.5%)	4.1%	6.24	0	1%	55
565,000	1,162,000	(51.4%)	5.6%	3.41	19	2%	30
514,700	581,100	(11.4%)	5.3%	2.53	12	2%	41
449,000	449,300	(0.1%)	4.7%	5.08	9	33%	2
240,800	222,600	8.2%	2.7%	2.10	16	40%	1
667,000	631,000	5.7%	9.5%	5.67	13	19%	7
558,000	503,000	10.9%	8.2%	4.10	13	4%	27
103,000	113,000	(8.8%)	1.7%	0.90	32	3%	43
127,312	123,896	2.8%	2.7%	0.55	30	5%	31
162,000	155,000	4.5%	3.5%	4.20	9	2%	70
187,200	148,400	26.1%	4.1%	6.31	11	53%	4
244,000	169,492	43.9%	5.6%	6.26	18	40%	5
183,889	180,195	2.1%	4.3%	(2.42)	(13)	7%	25
95,712	73,564	30.1%	2.5%	7.75	4	45%	6
(417,803)	257,811	(262.1%)	(12.2%)	(6.44)	(4)	17%	11
159,834	160,027	(0.1%)	5.4%	5.45	11	89%	3
143,225	122,877	16.6%	5.3%	2.25	19	40%	8
67,427	19,436	246.9%	2.6%	2.91	11	7%	44
199,600	139,874	42.7%	8.0%	2.90	13	11%	26
63,800	61,741	3.3%	3.5%	1.62	18	20%	19
191,665	180,507	6.2%	11.3%	2.40	16	11%	42
69,267	23,922	189.6%	4.4%	0.68	39	14%	33
147,160	176,198	(16.5%)	9.3%	3.06	14	20%	21
167,422	142,122	17.8%	11.1%	2.97	19	7%	60
119,435	102,931	16.0%	8.1%	1.80	13	7%	63
46,300	(24,300)	(290.5%)	3.4%	2.26	12	79%	9
110,556	98,898	11.8%	8.3%	2.44	27	4%	85
126,478	110,018	15.0%	9.8%	2.52	15	5%	81
113,259	108,196	4.7%	8.9%	4.12	8	3%	89
48,311	71,056	(32.0%)	4.0%	2.53	24	18%	35
78,668	54,257	45.0%	7.2%	2.02	13	5%	86
(59,000)	82,312	(171.7%)	(5.6%)	(2.78)	(9)	10%	61
98,763	86,201	14.6%	9.6%	4.62	9	11%	59
184,966	173,173	6.8%	19.0%	1.68	14	43%	16
28,405	35,280	(19.5%)	3.2%	1.51	12	8%	80
68,394	52,413	30.5%	7.8%	4.82	14	14%	52
114,224	88,103	29.6%	13.2%	1.79	21	9%	76
114,704	96,317	19.1%	15.0%	8.53	16	30%	32
44,881	26,500	69.4%	5.9%	2.14	19	20%	49
42,364	28,138	50.6%	6.0%	0.84	19	35%	29
32,071	24,718	29.7%	4.6%	1.74	9	4%	90
51,229	45,506	12.6%	7.4%	2.28	13	14%	68
34,317	14,823	131.5%	5.1%	2.00	7	45%	23
27,829	37,335	(25.5%)	4.4%	0.68	65	35%	34
77,950	65,421	19.2%	12.7%	2.75	10	93%	12
25,380	21,075	20.4%	4.2%	2.43	16	70%	15
18,338	10,866	68.8%	3.1%	2.37	10	4%	94
12,212	13,275	(8.0%)	2.2%	0.73	62	40%	36
32,800	36,100	(9.1%)	6.2%	1.11	16	89%	13

		Revenues (000)		*%*
	Company	*1983*	*1982*	*% change*
51.	Wometco Enterprises Inc.	$519,656	$493,408	5.3%
52.	MacLean Hunter	513,624	423,859	21.2%
53.	Media General	507,784	429,409	18.3%
54.	JWT Group	460,230	420,408	9.5%
55.	Storer Communications	458,871	379,302	21.0%
56.	Harte-Hanks	443,630	394,357	12.5%
57.	Taft Broadcasting Co.	443,581	376,037	18.0%
58.	Comsat	440,418	409,507	7.5%
59.	Meredith	436,216	452,896	(3.7%)
60.	Rollins Inc.	427,900	488,940	(12.5%)
61.	Oak Industries	426,418	545,720	(21.9%)
62.	John Blair & Co.	414,317	322,387	28.5%
63.	Rogers Cablesystems Inc.	363,639	236,335	53.9%
64.	Ogilvy & Mather	358,395	327,411	9.5%
65.	Tele-Communications	347,267	265,591	30.8%
66.	Scientific-Atlanta	326,567	337,223	(3.2%)
67.	Viacom International Inc.	315,577	281,418	12.1%
68.	Affiliated Publications	293,806	259,444	13.2%
69.	Multimedia Inc.	269,720	225,463	19.6%
70.	BBDO	263,999	212,739	24.1%
71.	A.H.Belo	242,556	203,436	19.2%
72.	Turner Broadcasting	224,532	165,641	35.6%
73.	Reeves Corp.	219,984	228,617	(3.8%)
74.	Foote, Cone & Belding	206,605	179,991	14.8%
75.	Doyle Dane Bernbach	202,243	188,647	7.2%
76.	Lorimar	198,600	169,504	17.2%
77.	Josephson International Inc.	183,372	108,534	69.0%
78.	Burnup & Sims	181,098	237,012	(23.6%)
79.	Lee Enterprises	175,155	163,874	6.9%
80.	Grey Advertising Inc.	161,992	142,150	14.0%
81.	Orion Pictures Corp.	158,558	116,812	35.7%
82.	Selkirk Communications Ltd.	149,324	137,819	8.3%
83.	Conrac	141,136	116,261	21.4%
84.	United Cable Television	115,302	91,838	25.5%
85.	Graphic Scanning Corp.	114,455	89,424	28.0%
86.	LIN Broadcasting Corp.	107,333	88,420	21.4%
87.	Heritage Communications	105,972	94,825	11.8%
88.	Chris-Craft	105,631	76,531	38.0%
89.	Scripps-Howard Broadcasting	100,631	95,645	5.2%
90.	Post Corp.	95,329	84,055	13.4%
91.	Adams-Russell	91,900	71,900	27.8%
92.	Stauffer	88,165	70,183	25.6%
93.	Comcast	84,437	62,838	34.4%
94.	Texscan	84,025	49,615	69.4%
95.	Gulf Broadcasting	74,600	1,197,561	(93.8%)
96.	Cetec Corp.	72,812	57,296	27.1%
97.	Telepictures	71,135	46,421	53.2%
98.	United Television Inc.	56,136	43,160	30.1%
99.	Gray Communications Inc.	38,951	39,371	(1.1%)
100.	Cable TV Industries	29,349	32,258	(9.0%)

Earnings (000)		%	Profit	Earnings	P/E		ECI
1983	1982	change	margin %	per share	ratio	ECI %	rank
$30,880	$26,040	18.6%	5.9%	$ 1.76	31	33%	47
27,470	16,879	62.7%	5.3%	0.79	42	26%	50
35,907	32,512	10.4%	7.1%	5.07	6	24%	53
17,600	10,940	60.9%	3.8%	3.03	10	55%	28
37,600	38,200	(1.6%)	8.2%	(2.42	(24)	100%	14
33,331	27,297	22.1%	7.5%	1.53	15	22%	65
37,190	36,436	2.1%	8.4%	3.83	15	68%	24
50,051	43,308	15.6%	11.4%	2.77	8	91%	17
38,551	28,080	37.3%	8.8%	4.10	11	20%	71
41,840	35,353	18.3%	9.8%	0.16	124	18%	77
(166,113)	4,103	(4,148.6%)	(39.0%)	(10.17)	(0)	42%	45
18,306	17,061	7.3%	4.4%	2.32	13	24%	66
(17,186)	(11,542)	48.9%	(4.7%)	(0.92)	(8)	100%	18
17,800	14,840	19.9%	5.0%	3.97	11	60%	37
20,532	10,402	97.4%	5.9%	0.46	36	100%	20
370	14,152	(97.4%)	0.1%	0.02	519	60%	40
28,129	25,963	8.3%	8.9%	2.14	13	100%	22
22,228	15,765	41.0%	7.6%	2.80	14	5%	98
35,174	28,974	21.4%	13.0%	2.15	17	66%	46
18,055	14,982	20.5%	6.8%	3.08	11	59%	48
31,225	23,113	35.1%	12.9%	3.25	11	33%	73
7,012	(3,350)	(309.3%)	3.1%	0.34	74	91%	38
3,871	24,475	(84.2%)	1.8%	0.31	22	42%	69
13,070	10,912	19.8%	6.3%	4.41	10	56%	56
7,369	7,862	(6.3%)	3.6%	1.22	15	51%	62
8,756	7,319	19.6%	4.4%	1.75	13	100%	39
6,231	5,875	6.1%	3.4%	1.24	9	7%	99
(4,372)	9,255	(147.2%)	(2.4%)	(0.49)	(13)	34%	83
23,292	20,790	12.0%	13.3%	1.68	14	27%	88
8,026	6,809	17.9%	5.0%	12.93	9	75%	54
7,618	(27,166)	(128.0%)	4.8%	0.65	15	50%	75
7,780	3,749	107.5%	5.2%	0.96	15	90%	51
6,985	6,191	12.8%	4.9%	1.18	14	6%	100
(30419)	15,093	(301.5%)	(26.4%)	(2.78)	(9)	100%	57
(19371)	(661)	(2,830.6%)	(16.9%)	(1.14)	(4)	100%	58
23,528	20,121	16.9%	21.9%	1.06	18	90%	67
5,353	6,149	(12.9%)	5.1%	0.52	30	50%	87
6,371	10,863	(41.4%)	6.0%	0.97	28	70%	78
17,558	19,470	(9.8%)	17.4%	1.70	15	100%	64
6,570	3,774	74.1%	6.9%	3.60	17	26%	93
6,600	5,800	13.8%	7.2%	1.09	15	26%	95
4,775	3,880	23.1%	5.4%	4.78	11	20%	97
9,025	6,526	38.3%	10.7%	1.16	16	95%	72
6,677	5,112	30.6%	7.9%	0.98	14	95%	74
6,261	92,437	(93%)	8.39%	.15	53	96%	79
1,415	889	59.2%	1.9%	0.61	13	29%	96
6,057	4,428	37%	8.51%	.93	15	100%	82
7,294	9,604	(24%)	12.99%	.63	20	100%	84
2,282	2,059	11%	5.85%	4.59	13	66%	92
578	1,680	(66%)	1.97%	.20	18	95%	91

even daring themes" and urged that they resist pressure groups and nervous advertising agencies that may attempt to dictate content. □

Saturday morning switching at NBC

NBC, which has been the network leader in Saturday morning ratings every week this season, will introduce four new Saturday morning shows next September on top of four returning series.

"We are making changes next season because we feel that any schedule—even one that is number one—needs replenishing each year. The youngsters like to have something new and it is our way of keeping up to date and fresh with what we offer," explained Phyllis Tucker Vinson, vice president of children's programing, NBC Entertainment.

The four returning Saturday morning series are *Smurfs, Mr. T, Alvin and the Chipmunks* and *Spider-Man and His Amazing Friends*.

The new series include *Snorks*, an animated half-hour about an underwater fantasy world. It is produced by Taft Broadcasting's Hanna-Barbera Productions. *Pink Panther and Sons* will be another new animated half-hour featuring the Pink Panther's offspring. It will be produced by DePatie-Freeling, creator of the original *Pink Panther* animated series—in association with Hanna-Barbera.

Also new will be *Hot Rocks*, a half-hour series about a teen-age rock band that moves in and out of "an alternative music universe." The program will be live action until the group transcends into the alternate universe, at which point it turns into animation. The series will include animated videos of top 40 hits. It is produced by Saban Productions in association with DIC Enterprises.

Another live action half-hour is *Going Bananas*, featuring an orangutan with telekinetic powers. It is produced by Jansen-Menville Productions in association with Hanna-Barbera. The orangutan is not the same one that appeared on NBC's *Mr. Smith*.

NBC won Saturday morning, March 31, for the 29th consecutive week this season. It averaged a 6.7/26, compared to 5/19 for CBS and 4.8/18 for ABC.

The programs being dropped from the NBC Saturday morning schedule include *Flintstone Funnies, Shirt Tales, Thundarr The Barbarian* and the second half-hour of *Amazing Spiderman and The Incredible Hulk*. The second half featuring *The Incredible Hulk* will be dropped and the show retitled *Spiderman and His Amazing Friends*.

CBS racks up 6 of 10 top shows

With the 1983-84 season almost over, CBS maintained its comfortable lead in the Nielsen national prime time ratings. CBS led by 1.6 rating points over ABC and 3.7 rating points over NBC to place first in the 28th week with a 17.7 rating and a 28 share, compared to ABC's 16.1/26 and NBC's 14/22.

CBS had six of the top 10 programs, while ABC had three and NBC one. The first episode of the CBS mini-series, ***George Washington***, was the fifth-ranked program of the week, averaging 22.1/33.

CBS won Thursday, Friday and Sunday. ABC carried Saturday, Monday and Wednesday. NBC won Tuesday.

Highlights of the week include ABC's sweep of Monday night, done largely with the help of its Monday Night Movie, ***Sins of the Past***, which averaged 21.3/32 and ranked as the eighth highest of the week.

NBC bulldozed the competition on Tuesday night with its regular lineup. That's not news—but a rerun of ***A Team*** pulled a 35 share, squashing the third broadcast of CBS's ***American Parade*** and blithely passing original episodes of ***Foul Ups & Bloopers*** (16.5/26) and ***a.k.a. Pablo*** (13.9/21) on NBC.

Dallas had an extremely good performance on Friday night, averaging 26.3/43 and earning its highest share since the eighth week of the season.

The week, night by night:

- ABC won Monday night with an average 18.9/28.3 principally on the strength of its made-for-television Monday night movie, NBC took the 8-9 slot with ***TV Bloopers & Practical Jokes***, averaging a 19.8/30 against 21 shares pulled by ABC's ***Automan*** and a repeat of ***Scarecrow and Mrs. King*** on NBC.
- Tuesday night belonged to NBC although it was a closer race after ***A Team***. NBC still won the 9-11 slot, but the ***Miss Teen U.S.A. Pageant*** on CBS averaged 16/25—behind an original episode of ***Riptide*** (19.3/29) and a repeat of ***Remington Steele*** (16.8/28). ABC's new midseason sitcom, ***Shaping Up***, couldn't equal reruns of ***Three's Company*** and ***Hart to Hart*** before and after it.
- Averages for Wednesday night were delayed because of President Reagan's televised press conference (the press conference was sustaining so no national ratings are available). ABC's ***Dynasty***, which pulled a 23.6/38 with an original episode, was the second highest rated show of the week.
- CBS took Thursday night with an average 21.9/36. A repeat of ***Magnum P.I.*** pulled a 21.4/34 and worked as a strong lead-in to a ***CBS Special Movie Presentation, Red Light Sting***, which averaged 22.1/37. A repeat of ***Hill Street Blues*** on NBC-TV earned a 10.4/18, its lowest performance of the season.
- ABC won Saturday night based largely on reruns of ***T.J. Hooker*** and ***Love Boat***, but lost the 10-11 slot to ***Mike Hammer*** on CBS. ***Fantasy Island*** recorded 14.8/27, while ***Hammer*** drew 15.6/29.
- And CBS claimed Sunday night because of the first part of its mini-series, ***George Washington***. However, the made-for-TV movie, ***The Calendar Girl Murders***, earned a 19.1/29 for ABC, helping that network to finish the evening in second place with a 17.8/27.4 average. □

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	26.3/43
2.	Dynasty	ABC	23.6/38
3.	A Team	NBC	22.8/35
4.	Red Light Sting	CBS	22.1/37
5.	George Washington, part I	CBS	22.1/33
6.	Falcon Crest	CBS	21.8/39
7.	Magnum, P.I.	CBS	21.4/34
8.	Sins of the Past	ABC	21.3/32
9.	60 Minutes	CBS	21.2/36
10.	Fall Guy	ABC	21.0/33
11.	TV's Bloopers, Practical Jokes	NBC	19.8/30
12.	Georgetown vs. Houston	CBS	19.7/29
13.	People Do the Craziest Things	ABC	19.5/29
14.	Riptide	NBC	19.3/29
15.	Calendar Girl Murder	ABC	19.1/29
16.	Magic of David Copperfield	CBS	17.3/29
17.	Three's Company	ABC	17.0/23
18.	Remington Steele	NBC	16.8/28
19.	Bob Hope Special	NBC	16.6/25
20.	Foulups, Bleeps & Blunders	ABC	16.5/26
21.	Facts of Life/Paris	NBC	16.4/25
22.	Hotel	ABC	16.0/31
23.	Miss Teen USA	CBS	16.0/25
24.	Knight Rider	NBC	16.0/23
25.	Mike Hammer	CBS	15.6/29
26.	Love Boat	ABC	15.6/26
27.	Webster	ABC	15.6/26
28.	Facts of Life	NBC	15.5/24
29.	T.J. Hooker	ABC	15.3/27
30.	Airwolf	CBS	14.9/25
31.	Fantasy Island	ABC	14.8/27
32.	Cheers	NBC	14.8/23
33.	Family Ties	NBC	14.7/23
34.	Benson	ABC	14.5/25
35.	20/20	ABC	14.5/25
36.	Gimme A Break	NBC	14.3/23
37.	Hart To Hart	ABC	14.1/24
38.	Automan	ABC	14.1/21
33.	Shaping Up	ABC	14.1/21
40.	Silver Spoons	NBC	14.0/24
41.	Scarecrow & Mrs. King	CBS	14.0/21
42.	a.k.a. Pablo	ABC	13.9/21
43.	People Are Funny	NBC	13.8/28
44.	Ripley's Believe It or Not	ABC	13.4/22
45.	Mama's Family	NBC	13.2/22
46.	Double Trouble*	NBC	12.8/21
47.	Diff'rent Strokes	NBC	12.7/23
48.	Matt Houston	ABC	12.3/22
49.	Buffalo Bill	NBC	12.2/20
50.	Jane Doe	CBS	11.6/20
51.	St. Elsewhere	NBC	11.2/22
52.	Homemade Comedy Special	CBS	11.1/18
53.	That's Incredible	ABC	10.9/17
54.	Two Marriages	ABC	10.8/17
55.	Masquerade	ABC	10.7/17
56.	Master	NBC	10.5/10
57.	Hill Street Blues	NBC	10.4/18
58.	American Parade	CBS	10.3/16
59.	One Day At A Time	CBS	10.0/15
60.	Yellow Rose	NBC	9.8/18
61.	Dukes of Hazzard	CBS	9.7/17
62.	Mama Malone	CBS	9.7/15
63.	Battle Beyond the Stars	NBC	8.7/15
64.	Father Murphy	NBC	5.8/10

*indicates premiere episode

by pointing to studies that Qube polling shows and other interactive programs command little interest among viewers, and that Qube, at least in Pittsburgh, is a big expense that generates little income.

"Qube is obsolete, at least in the Pittsburgh configuration," he says. "That equipment was developed very early in the learning curve." He described the Pittsburgh Qube system as a "total white elephant."

The addressable equipment that TCI would substitute for Qube would be "mothballed until the services are developed that would make it economically viable," said Malone. "We've got to get the operating expenses under control."

WA has proposed selling the Pittsburgh system to TCI for a little more than $93 million. Malone wouldn't put a total price on what TCI would have to invest to realign the system to its liking, but implied that it could be ten's of millions of dollars. Many of the details are still being worked out, but he said that "the converter changeout alone would run between $8 and $10 million."

If allowed to take over the Pittsburgh system, TCI would not follow WA's lead in Milwaukee and Dallas and seek to reduce the system from a dual cable to a single cable system. Channel capacity would remain the same. "The dual plant is a big investment," said Malone. "We would want to preserve that."

Existing services, such as pay-per-view and security, he said, would be provided with the one-way technology. Access services, however, may be renegotiated. "That's an open issue on the table," said Malone, repeating that his main priority is acquiring a system that is financially sound. "Then we can explore nonrevenue producing aspects" of service. "This is America. First we start with economic viability. Then we can talk about social obligations." Viability in Pittsburgh, said Malone, means achieving roughly the same kinds of operating margins that TCI has achieved in similar systems (Memphis, for example)—between 35% and 40%.

The Pittsburgh system is generating reasonably high revenues, said Malone, "It's the expense side that needs the most addressing. Substantial rate increases would not be particularly useful." Reducing operating expenses "across the board" is the key, he said.

Once the technology has been, in Malone's words, "cleaned up and standardized," the system's organizational structure and day-to-day functions would need "a good revisiting." What would evolve, he said, would be a more efficient system providing even better service.

City officials met with TCI and WA executives Thursday, April 5. But, according to Marvin Fain, the city's deputy city solicitor, TCI was not prepared to discuss specific changes in the agreement. "We expect some modifications," said Fein, "but at this point we don't know what. We'll take a hard look at anything TCI proposes." He said that approval of a TCI transfer hinged on whether that company could satisfy consumer and city needs "to the extent that Warner did. We won't stand in the way of a business deal, but we have a commitment from Warner and it's that commitment that we are looking at." ☐

RTNDA releases salary survey

News department personnel at typical television and radio stations were hard put to keep ahead of inflation in 1983. That is indicated by the latest annual survey of the Radio-Television News Directors Association that found small salary increases were the rule for those in radio and TV news. The median newsroom salary in TV increased about 6% while radio pay went up 4% in the comparison of salaries at midyear of 1982 and midyear of 1983. Only top TV anchors did much better.

The surveys are conducted each year for RTNDA by Professor Vernon A. Stone, director of Southern Illinois University School of Journalism. The current findings are based on questionnaires completed last summer by 432 commercial TV stations and 371 commercial radio stations. Full details are in the April *RTNDA Communicator*.

Other highlights of the survey:

- A station's highest paid reporter made 4% more than a year earlier. The median for 1983 was $365 weekly in television, $250 in radio.
- TV news director's salaries showed a median of $225 a week, up 6%; for radio news directors the typical figure was $275, unchanged from 1982.
- Not surprisingly, TV anchors fared best on payday with a median $600 a week in mid-1983, 11% more then a year earlier. However, in the top 25 markets that median was $1,255. Also, "star pay" in radio news was much less than television: The median for the highest paid newscaster/anchor at radio stations was $275, 6% above 1982.

Weekly news salaries in 1983 and percentage increase

	Television				**Radio**			
	Median	*Up*	*Mean*	*Up*	*Median*	*Up*	*Mean*	*Up*
Staff low	$225	10%	$237	6%	$225	7%	$253	10%
Cameramen	265	2	301	1	NA	NA	NA	NA
News producers	340	NA	361	NA	NA	NA	NA	NA
Top producer	385	NA	412	NA	NA	NA	NA	NA
Reporters	300	NA	352	NA	224	NA	258	NA
Top reporter	365	4	448	12	250	4	288	7
Anchors	450	NA	564	NA	250	NA	296	NA
Top anchor	600	11	809	15	275	6	331	6
News director	600	6	675	13	275	0	336	3

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other broadcast interests. Buyer is owned by William Walters (70%) and J. Michael Baldwin (30%). Walters is general manager and half owner of WEKY(AM) Richmond, Ky. He also has minority interest in WKVL(AM) Clarksville, Tenn., of which he has bought, subject to FCC approval, negative control (see below). He also is applicant for new AM at Radcliffe, Ky. If granted permit, he will sell WSAC. Action March 28.

■ WBME(AM) Belfast, Me. (1230 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Seth Broadcasting Corp. to Marine Broadcasting Corp. for $255,000, including $70,000 cash. Sale also includes real estate. Seller is group of eight owners headed by Stephen B. Anthony, president. It bought station four years ago for $160,000 ("For the Record," April 28, 1980), and also owns WMYD(AM) Wickford, R.I. Buyer is owned by Douglas Brown and family. Brown is former principal of Belfast junior high and is currently WBME sports announcer and salesman. Action March 20.

■ WOOD-AM-FM Grand Rapids, Mich. (1300 khz, 5 kw-U; FM: 105.7 mhz, 265 kw, HAAT: 810 ft.)—Granted assignment of license from WOOD Broadcasting Inc. to Grace Broadcasting of Grand Rapids Inc. for $8.1 million. Seller is majority owned by Willard Schroeder. Other owners are Edsko Hekman and Michael Lareau. Lareau will have minority interest in buyer and will remain as stations' president and general manager. Sellers also own 86% of WSPD(AM)-WLQR(FM) Toledo, Ohio. Buyer is owned by Lareau (5%), Harvey Grace (47.5%) and Siedman, Jackson & Fisher, Chicago-based venture capital firm (47.5%). SJ&F's share actually represents investments by various corporations and limited partnerships. Grace is former president and part owner, with less than 1%, of WTTV(TV) Bloomington (Indianapolis), Ind., which was recently sold ("For the Record," Feb. 13). He and SJ&F also have majority interest in KDON-AM-FM Salinas, Calif. Action March 27.

■ WVLY(AM) Water Valley, Miss. (1320 khz, 500 w-D)—Granted assignment of license from Tri Lakes Broadcasting Co.Inc. to Joseph D. Lowe for $125,000, comprising $15,000 cash and $110,000 sellers note. This app. duplicates previously submitted app. (filed May 31, 1983), which was dismissed Nov. 8, 1983, by commission "for failure to prosecute" ("For the Record," Dec. 5, 1983). Seller is owned by Jim D. Martin (51%) and his parents, Jim G. (25%) and Lila C. (24%) Martin. Buyer has no other broadcast interests. Action March 22.

■ KBMY(AM) Billings, Mont. (1240 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Eastern Montana College Foundation to Communications Systems II for $420,000 cash. Seller is nonprofit organization affiliated with state-supported school. Dr. Bruce Carpenter is school's president. It received station as donation recently from Peoria Journal Star Inc. ("Riding Gain," Oct. 24, 1983), and also owns co-located noncommercial KEMC(FM). Buyer is group of eight investors headed by Raymond M. McLean. It also owns co-located KZLS(FM). Five of investors have minority interest in KGLM-FM Buffalo, Wyo. Action March 22.

■ KTAP(FM) Crete, Neb. (103.9 mhz, 3 kw, HAAT: 225 ft.)—Granted assignment of license from KTAP Radio Inc. to Saline County Radio Inc. for $375,000 cash. Seller is owned by James J. Jaworski and his wife, Jacqueline M. They bought 80% of station five years ago for $230,000, and have no other broadcast interests. Buyer is owned by Melville L. Gleason and his wife, Louise. They are previous owners of several Nebraska radio stations, including KAWL-AM-FM York, which they sold three years ago ("Changing Hands," April 20, 1981). Melville Gleason also has minority interest in York, Neb., cable system, which he is selling. Action March 27.

■ WSSJ(AM) Camden, N.J. (1310 khz, 1 kw-D, 250 w-N)—Granted assignment of license from WSSJ Limited Partnership to WSSJ Broadcasting Ltd. Partnership for $850,000 note. Seller is owned by Alan Voorhees and family, who have no other broadcast interests. Buyer is owned by Pasquale L. Del Signore, who is sole general partner (1%), Margaret E. Del Signore (69%) and William G. Rohrer (30%). None have other broadcast interests. Action March 23.

■ KQWB(AM) Fargo, N.D., and KQWB-FM Moorhead, Minn. (1500 khz, 10 kw-D, 5 kw-N; FM: 98.7 mhz, 100 kw, HAAT: 465 ft.)—Granted assignment of license from Midwest Radio Co. Inc. to Fargo-Moorhead Radio Inc. for $5 million, comprising $3 million cash, $1 million seller's note and $1 million noncompete agreement. Sale of WEBC(AM)-WABC(FM) Duluth, Minn., involving same seller and buyer, was granted March 30. Seller is principally owned by brothers, Larry and James Lakoduk. It also owns KQBR(AM) Brainerd, Minn. Buyer is owned by Alan R. Brill, head of Evansville, Ind.-based newspaper publisher which also owns WYNT(AM)-WPVA-FM Colonial Heights (Petersburg), Va.; KLIK(AM)-KTXY(FM) Jefferson, City, Mo., and WHUM(AM) Reading, Pa. Brill also has 10% interest in Worrell Broadcasting Inc., subsidiary of Charlottesville, Va.-based Worrell Newspapers, which also owns WHSV-TV Harrisonburg, Va., and WIFR-TV Freeport (Rockford), Ill. Action March 22.

■ WKVL(AM) Clarksville, Tenn. (1550 khz, 1 kw-D)—Granted transfer of control of Two Rivers Broadcasting Corp. from J. Barry Williams (1% before; none after) to Bill G. Walters (49% before; 50% after) for $100. Other 50% is owned by Charles M. Anderson. Action March 23.

■ KAYO(AM)-KJMD(FM) Aberdeen, Wash. (1450 khz, 1 kw-D, 250 w-N; FM: 99.3 mhz, 3 kw, HAAT: minus 16.5 ft.)—Granted assignment of license from KBKW Inc.to KAYO Broadcasting for $485,000, including $64,000 cash and $350,000 seller's note. Seller is owned by John R. DiMeo and his wife, Catherine, and Don L. Downing and his wife, Mary T. They also are majority owners of KTOL-(AM)[CP] Lacey, Wash. Buyer is group of 11 investors. Majority owners are executives of Art Moore Inc., Bellevue, Wash.-based broadcast representative firm, including Earle M. Baker, chairman and CEO (25%); Gregory J. Smith, president (25%); Sandra K. Runnion, vice president and Seattle manager (25%), and Darrell S. Rutter, vice president and Portland (Ore.) manager (10%). They are also majority owners in group which recently bought KAST(AM)-KBKN-FM Astoria, Ore. ("For the Record," Jan. 30). Action March 22.

Facilities changes

AM applications

Tendered

■ WIVS (850 khz) Crystal Lake, Ill.—Seeks CP to increase power to 5 kw and make changes in ant. sys. App. April 10.

■ WWCA (1270 khz) Gary, Ind.—Seeks CP to change city of license; increase night power to 2.5 kw and make changes in ant. sys. App. April 9.

Accepted

■ KHOG (1030 khz) Fayetteville, Ark.—Seeks MP to retain main SL. App. April 9.

■ KLNI (1380 khz) Pearl City, Hawaii—Seeks MP to change main SL. App. April 10.

■ KANO (1470 khz) Anoka, Minn.—Seeks mod. of lic. to change SL and operate trans. by RC. App. April 10.

■ WEMJ (1490 khz) Laconia, N.H.—Seeks CP to change TL. App. April 10.

Summary of broadcasting
as of February 29, 1984

Service	On Air	CP's	Total *
Commercial AM	4,740	170	4,910
Commercial FM	3,551	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,431	761	10,152
FM translators	789	444	1,233
Commercial VHF TV	535	23	558
Commercial UHF TV	340	222	562
Educational VHF TV	111	3	114
Educational UHF TV	173	25	198
Total TV	1,159	273	1,452
VHF LPTV	192	74	266
UHF LPTV	71	136	207
Total LPTV	263	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

FM applications

Tendered

■ KWBO (97.5 mhz) Hot Springs, Ark.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 870 ft. and make changes in ant. sys. App. April 9.

■ KSCO-FM (99.1 mhz) Santa Cruz, Calif.—Seeks CP to change TL; change ERP to 1.12 kw (H) and 1.05 kw (V); change HAAT to 2,618 ft. install directional ant. and make changes in ant. sys. App. April 9.

■ *KUFW (90.5 mhz) Woodlake, Calif.—Seeks CP to change HAAT to 2,496 ft. App. April 5.

■ WDDD-FM (107.3 mhz) Marion, Ill.—Seeks CP to change TL; change ERP 50.0 kw; change HAAT to 500 ft. and make changes in ant. sys. App. April 9.

■ WAWK-FM (93.3 mhz) Kendallville, Ind.—Seeks CP to change TL; change ERP to 50 kw; change HAAT to 492 ft. and make changes in ant. sys. App. April 9.

■ *WEEE (89.5 mhz) Cherry Hill, N.J.—Seeks mod. of CP change ERP to 1.95 kw and make changes in ant. sys. App. April 10.

Accepted

■ New (107.1 mhz) Bald Knob, Ark.—Seeks CP to change TL. App. April 9.

■ KGHI (105.5 mhz) Mountain Home, Ark.—Seeks mod. of CP to change ERP to 1.72 kw and change HAAT to 414 ft. App. April 4.

■ KNAX (97.9 mhz) Fresno, Calif.—Seeks CP to change ERP to 2.6 kw and change HAAT to 312 ft. App. April 4.

■ KRTH (101.1 mhz) Los Angeles—Seeks mod. of CP to change ERP to 53.6 kw and make changes in ant. sys. App. April 9

■ KNVR (96.7 mhz) Paradise-Chico, Calif.—Seeks CP to change TL; change ERP to 1,330 kw and change HAAT to 646.75 ft. App. April 9.

■ WLYF (101.5 mhz) Miami—Seeks CP to install aux. sys. App. April 9.

■ WAVW (105.5 mhz) Vero Beach Fla.—Seeks CP to change ERP to 2.6 kw. App. April 4.

■ KFSH (97.1 mhz) Hilo, Hawaii—Seeks mod. of CP to change TL and change HAAT to minus 124 ft. App. April 9.

■ KOPR (94.1 mhz) Butte, Mont.—Seeks mod. of CP to change TL and change ERP to 100 kw. App. April 9.

■ *WCPE (89.7 mhz) Raleigh, N.C.—Seeks mod. of CP to change TL; change ERP to 100 kw.; change HAAT to 969 ft. and make changes in ant. sys. App. April 9.

■ WSBH (95.3 mhz) Southampton, N.Y.—Seeks CP to change ERP to 2.63 kw. App April 4.

■ KMKS (92.1 mhz) Bay City, Tex.—Seeks mod. of CP change TL. App. April 9.

■ WAUN-FM (92.7 mhz) Kewaunee, Wis.—Seeks CP to change HAAT to 328 ft. App. April 9.

■ WQTC-FM (102.3 mhz) Manitowoc, Wis.—Seeks CP to make changes in ant. sys. App. April 9.

■ WBTT (97.3 mhz) Milwaukee—Seeks CP to change ERP 15.5 kw. App. April 4.

TV applications

Accepted

■ WMTW-TV (ch. 8) Poland Spring, Me.—Seeks MP to change SL. App. April 10.

■ KNBN-TV (ch.33) Dallas—Seeks CP to change ERP to vis. 5000 kw, aur. 500 kw. App. April 9.

AM Actions

■ WHMA (1390 khz) Anniston, Ala.—Granted app. for mod. of lic. to change SL and to operate trans. by RC. Action March 26.

■ KLLV (1560 khz) Breen, Colo.—Granted app. for dir. meas. of ant. power. Action April 2.

■ WQXM (1560 khz) Gordon, Ga.—Granted app. for CP to change TL. Action April 2.

■ WPAD (1560 khz) Paducah, Ky.—Granted app. to incr. night power to 5 kw and make changes in ant. sys. Action March 28.

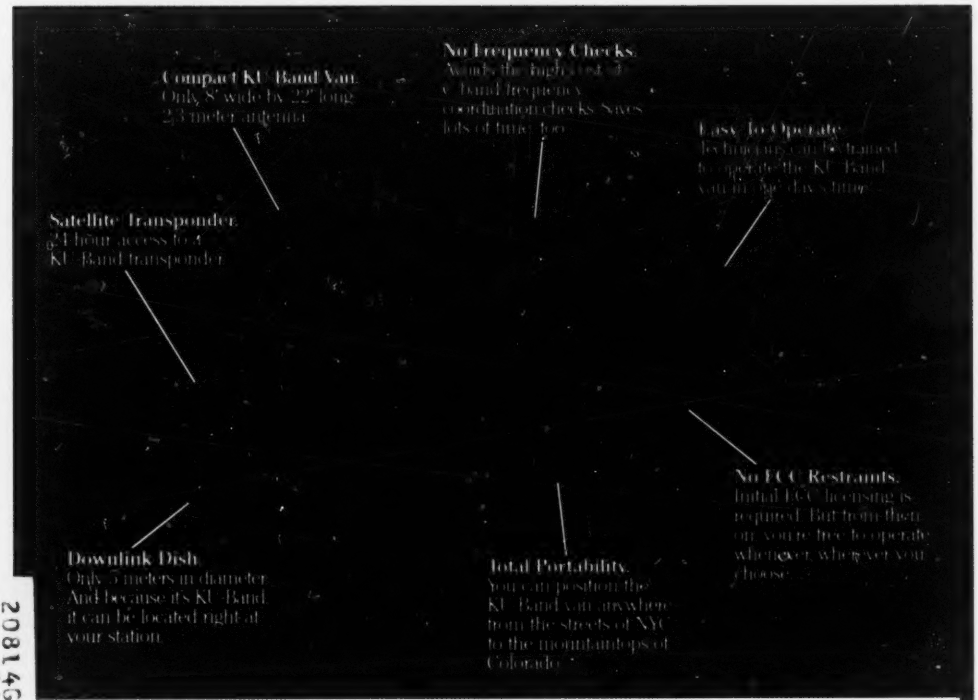
■ KVLH (1470 khz) Pauls Valley, Okla.—Granted app. for CP to make changes in ant. sys. and augment DA pattern. Action April 2.

■ KFNW (1200 khz) Fargo, N.D.—Granted app. for MP to

4/25/84
C1750-1

The Fifth Estate

Broadcasting ⚡ Apr 23



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On the road to NAB

Overseas for MIP-TV

Vol. 106 No. 17

Broadcasting ▯ Apr 23

CBS wins fifth straight ratings race
NAB counting down to Las Vegas
MIP wades ashore in Cannes

EYE FIVE □ CBS-TV wins its fifth straight prime time ratings contest, besting ABC and NBC. **PAGE 35.**

FROM THE CHAIRMAN □ FCC's Fowler discusses his three-year tenure as communications deregulator. **PAGE 37.**

FROM WITHIN □ Bruce Christensen is selected as new president of Public Broadcasting Service. **PAGE 38.**

YE SHALL HAVE FAITH □ Although videotex has yet to prove its financial viability, its proponents carry on with bright hopes for the future. **PAGE 40.**

NAB 84 □ Over 30,000 expected to attend NAB convention set to begin this weekend in Las Vegas. Theme of, "You've Got What It Takes," will emphasize broadcasters' civic responsibility during election year. **PAGE 45.** The conference's agenda begins on **PAGE 50.** A listing of hospitality suites begins on **PAGE 58.** A review of the exhibit floor appears on **PAGES 62-132.** A listing for networks, brokers, reps and others attending starts on **PAGE 133.**

TV MINISTRIES □ Annenberg-Gallup study on religious television provides insights into who watches what, and why. **PAGE 137.**

NEW METERS □ ARG Research is testing new audience measurement device, called 'PeopleMeter', in Boston. **PAGE 137.**

CABLE COMPETITION □ World Video Library Inc. sets up pay-per-view experiment in Rochester, N.Y., area. **PAGE 139.**

PRODUCT IN CANNES □ Annual gathering of premiere international television programing marketplace, MIP-TV, expected to attract record numbers. **PAGE 139.**

VIDEO FUTURE □ Conference projects how today's regulatory changes will affect tomorrow's video marketplace. **PAGE 148.**

MAIDEN SPEECH □ RTNDA president elect advises broadcast journalists to do a better job of answering criticism. **PAGE 152.**

VBI VERBIAGE □ Broadcasters, in comments to FCC, support nonteletext uses of vertical blanking interval. **PAGE 153.**

TO THE HILL □ DBA counsel says further expansion of operating hours for daytimers will have to come from Congress. **PAGE 154.**

RADIO STAR □ Nick Verbitsky's sales experience and hands-on management approach have been instrumental in the success of The United Stations. **PAGE 179.**

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gious programs do not present as much contrast as has been supposed. "Discussion of political issues occurs in over half of both television ministry and mainline programs (but only one-third of general prime time TV programs)," it said. "The TV ministries are more likely than mainline church programs to ask for money, with the prominent television ministries making the more numerous requests and asking for greater amounts."

Social and moral issues were found to be discussed slightly more on the prominent TV ministries while religious and theological issues were not broached with "any great frequency."

With regard to participants in religious programs, the report said men outnumber women by a considerable margin, women are generally younger than men, and minorities—especially minority women and Hispanics—are underrepresented. It was also pointed out that women are "rarely, if ever, in the role of the clergy and rarely quote the Bible."

The report offered these audience profiles:

"Heavy viewers of religious programs are more likely than nonviewers to describe themselves as conservatives, oppose a nuclear freeze, favor tougher laws against pornography and report voting in the last general election. Heavy viewers of television tend to describe themselves as political moderates, are more likely to favor a nuclear freeze, are not as concerned with pornography (or with the 'moral climate'), and are far less likely to say that they voted in a general election."

The Annenberg research team included George Gerbner, Larry Gross, Stewart Hoover, Michael Morgan and Nancy Signorielli. Also participating were Harry E. Cotugno of the Gallup Organization with Robert Wuthnow of Princeton University.

The project was initiated by the Communications Commission of the National Council of Churches and the National Religious Broadcasters. Originally, it was intended to get a clearer understanding of the nationally syndicated religious broadcasts and was later enlarged to deal with all religious television. □

ABC and CBS tie in final ratings week

Powered by a 50 share delivered by the 56th annual Academy Awards as well as victories on four nights and four of the top 10 shows, ABC was able to tie with CBS in the prime time ratings for the 29th and final week of the 1983-84 season. It was also a week that saw *60 Minutes*, which featured a never-before-seen exclusive interview with former President Richard Nixon, knocked out of its top 10 perch to position number 12 and turning in its second worst performance of the season with a 20.1/33.

For the week ended April 15, ABC recorded a 17.5 rating and a 28.6 share of all television homes, compared with CBS's 17.5/28.5 and NBC's 12.8/20.8. For the season (Sept. 26, 1983-April 15, 1984), CBS had an average of 18.1 rating, 5% ahead of ABC's 17.2 and 21% ahead of NBC's 14.9 (see "Top of the Week," this issue).

ABC had four of the top 10 shows, while CBS took five and NBC one. ABC won Monday, Wednesday, Saturday and Sunday, while CBS took Thursday and Friday and was even able to wrestle Tuesday from NBC because of the good performance recorded by part two of its miniseries, *George Washington*.

NBC took second place three nights of the week, while ABC and CBS split second place twice each. Third place fell to NBC four times, ABC twice, and CBS once.

CBS led in the early evening network news, recording a 12.2 rating compared with 10.5 on ABC and 10.0 on NBC.

The week of April 9-15, day by day:

■ Monday. ABC was victorious this night due to a Barbara Walters special (22/34) and the 56th annual Academy Awards (30.3/50), which, respectively, ranked as the fifth and first shows of the week. ABC averaged 28.5/43.1 and CBS had to take backseat to NBC which came in second with its *TV Bloopers and Practical Jokes* (17.7/26) and the NBC Monday night movie, "Damnation Alley" (14.4/22).

■ Tuesday. The second part of CBS's *George Washington* miniseries pushed that network into first place for the night, traditionally an NBC slot this past season. But NBC put up a tough fight with reruns of its regular lineup—*A Team*, *Riptide* and *Remington Steele*—which brought the network into second place with an average 17/27.2, slightly under CBS's average for the night of 17.7/28.5. CBS's new *American Parade*, on its third outing, pulled 11.6/18, its best performance yet but still 85th out of 101 ranked programs for the week.

■ Wednesday. CBS took the evening based solely on the strength of the third part of *George Washington*, which ran at 8-11 p.m. and averaged 20.7/33. ABC made a strong showing at 9-10 p.m., when *Dynasty* recorded a 21.6/32, making it the sixth-ranked program of the week.

■ Thursday. CBS came in first with an average 20.3/33.4 based on reruns of its regular lineup. NBC came in second with an average 13.6/22.6, and its premiere of *Duck Factory* drew a 13.8/22, a lead-in that didn't help that network from slipping into third place in the 10-11 p.m. slot with a rerun of *Hill Street Blues*.

■ Friday. CBS took this night with an average 19.7/34.1, sweeping each half-hour after 9 p.m. with original episodes of *Dallas* and *Falcon Crest*. *Dallas*, at 24.9/41, was the highest rated regular series of the week. ABC took the 8-9 p.m. slot with reruns of *Benson* (14.6/26) and *Webster* (16.3/27) against a repeat of *Dukes of Hazzard* (13.7/24).

■ Saturday. ABC won the evening with a repeat of a special two-hour *Love Boat* (15.4/27), but CBS again demonstrated its new foothold in the 10-11 p.m. slot with *Mike Hammer* (15/29), outperforming *Fantasy Island* (13.4/26) on ABC and *Yellow Rose* on NBC (8.7/17).

■ Sunday. CBS, the traditional winner, took a back seat to ABC which carried the night with the four-hour-plus Cecil B. DeMille classic, "Ten Commandments" (21.4/34). It was the seventh-ranked program of the week. NBC's repeat of the first part of *Jesus of Nazareth* averaged 12.2/19 in the 9-11 p.m. slot. □

Rank	Show	Network	Rating/Share
1.	Academy Awards	ABC	30.3/50
2.	Dallas	CBS	24.9/41
3.	Simon & Simon	CBS	22.9/36
4.	A Team	NBC	22.3/34
5.	Barbara Walters Special	ABC	22.0/34
6.	Dynasty	ABC	21.6/38
7.	The Ten Commandments	ABC	21.4/34
8.	Magnum P.I.	CBS	21.0/34
9.	George Washington, part II	CBS	20.8/34
10.	George Washington, part III	CBS	20.7/33
11.	Falcon Crest	CBS	20.5/37
12.	60 Minutes	CBS	20.1/33
13.	TV's Bloopers, Practical Jokes	NBC	17.7/26
14.	Fall Guy	ABC	17.5/28
15.	Hotel	ABC	17.2/29
16.	Alice	CBS	17.2/26
17.	Diana	CBS	17.0/30
18.	Three's Company	ABC	16.5/25
19.	Jeffersons	CBS	16.5/24
20.	Webster	ABC	16.3/27
21.	Trapper John, M.D.	CBS	15.8/26
22.	Suzanne Pleshette Show	CBS	15.6/24
23.	Cheers	NBC*	15.5/24
23.	Riptide	NBC	15.5/24
25.	Love Boat	ABC	15.4/27
25.	20/20	ABC	15.4/27
27.	Foulups, Bleeps & Blunders	ABC	15.2/24
28.	Family Ties	NBC	15.1/24
29.	Domestic Life	CBS	15.1/23
30.	Mike Hammer	CBS	15.0/29
31.	Scarecrow & Mrs. King	CBS	14.9/22
32.	Benson	ABC	14.6/26
33.	Damnation Alley	NBC	14.4/22
34.	Facts of Life	NBC	14.2/21
35.	Shaping Up	ABC	14.0/22
36.	a.k.a. Pablo	ABC	14.0/21
37.	Gimme A Break	NBC	13.8/23
38.	Duck Factory	NBC	13.8/22
39.	Dukes of Hazzard	CBS	13.7/24
40.	Fantasy Island	ABC	13.4/26
41.	Airwolf	CBS	13.4/24
42.	Double Trouble	NBC	13.4/20
43.	Remington Steele	NBC	13.3/24
44.	Still the Beaver	CBS	12.6/19
45.	Bugs Bunny Easter Special	CBS	12.5/22
46.	Diff'rent Strokes	NBC	12.4/22
47.	Real People	NBC	12.3/19
48.	Jesus of Nazareth part I	NBC	12.2/19
49.	Hart To Hart	ABC	12.1/21
50.	Hill Street Blues	NBC	11.8/21
50.	People Are Funny	NBC	11.8/21
52.	Jennifer Slept Here	NBC	11.7/21
53.	That's Incredible	ABC	11.7/19
54.	American Parade	CBS	11.6/18
55.	Matt Houston	ABC	10.8/20
56.	TV's Greatest Bloopers	NBC	10.7/19
57.	Two Marriages	ABC	10.7/17
58.	Mama's Family	NBC	10.6/19
59.	Knight Rider	NBC	10.5/17
60.	St. Elsewhere	NBC	10.3/17
61.	Master	NBC	10.2/18
62.	Masquerade	ABC	8.9/15
63.	Yellow Rose	NBC	8.7/17
64.	Father Murphy	NBC	6.5/11

*indicates premiere episode

In contest

■ Commission denied request by Turner Broadcasting Systems Inc. to initiate rulemaking considering elimination of cable television mandatory local television broadcast signal carriage rules. FCC claimed growth in cable subscribership and growth in system channel capacity have made carriage less burdensome and impact of noncarriage more significant for local broadcast station operations, supporting continuation rather than elimination of rules.

■ Miami-Fort Lauderdale, Fla.—Chief, Common Carrier Bureau, dismissed motion for clarification by Cell-Tel Network that asked Bureau to vacate two orders dismissing amendements and to clarify Bureau standards regarding *de minimis* extensions in Miami Metropolitan Statistical Area. (CC 83-661). MO&O adopted April 5.

■ Augusta, Ga., and Clearwater, S.C.—ALJ, Edward Luton, granted motion by Wavelengths Inc. and dismissed with prejudice its app. for FM at Augusta. (MM 83-1025-1029). Order adopted March 30.

■ New York—Denied Brent Buell and others review of Sept. 6, 1983, staff ruling denying fairness complaint against WCBS-TV New York. (FCC 84-117). MO&O adopted March 29.

■ Omaha—ALJ, John H. Conlin, granted app. of Pappas Telecasting Inc. for new UHF on channel 42 at Omaha and denied competing app. of Christian Broadcasting of the Midlands Inc. for same facility. (BC 81-178-9). Initial decision issued March 29.

■ Dallas-Fort Worth—Granted joint petition by LIN Cellular Communications Corp. and D/FW Signal Inc. for approval of agreement; dismissed D/FW's app. for new cellular system to operate on frequency block A in Domestic Public Cellular Telecommunications Service at Dallas-Fort Worth. (CC 83-945). MO&O adopted March 22.

Et cetera

■ Until it has considered petitions to adopt new channel plan for 18 ghz band, commission will not accept applications for new broadcast, cable television relay, common carrier or private operational-fixed microwave operations on frequencies between 17,700 mhz and 19,700 mhz, except for timely filed app.'s mutually exclusive with app.'s submitted on or before April 5.

■ In order to facilitate more efficient use of available spectrum, commission is proposing to amend parts 2 and 74 of rules by: (a) splitting UHF channels at 450 mhz where permissable bandwidth is 50 khz or more and splitting VHF channels at 153 and 161 mhz where permissable bandwidth is 30 khz or more, and (b) allowing use of Amplitude Compandored Sideband (ASCB) or other narrowband technologies on almost all currently assignable frequencies.

■ Bureau, terminated existing annual rates of $3.60 or $5.36 for each pole attachment arising out of agreements between Georgia Power Co. and Cablevision of Augusta Inc., Jefferson Cable Television Corp., Alert Cable TV Inc., Wometco Cable TV of Fayette County Inc. and Group W/ Westinghouse Broadcasting and Cable Inc., and substituted $2.66 annual rate, ordering Georgia Power to make refunds with interest. MO&O adopted March 29.

■ FCC began rulemaking on applicability of satellite procurement rules and need to retain them, based on conclusion that public interest would be served by modification of earth station ownership policy to permit individual carrier ownership.

■ FCC issued report on integrated services digital networks, which are designed to provide telecommunications and information services by sending electrical signals in digital rather than analog form. (FCC 84-131). Adopted March 30.

Facilities changes

AM applications

Tendered

■ KDFN (1500 khz) Doniphan, Mo.—Seeks CP to change power to 2.5 kw-D, 1 kw-N; change TL and make changes in ant. sys. App. April 16.

■ WKLM (980 khz) Leland, N.C.—Seeks MP to change SL. App. April 12.

■ KTCI (1450 khz) Gonzales, Tex.—Seeks CP to increase power to 1 kw. App. April 16.

■ KTOL (1500 khz) Lacey, Wash.—Seeks CP to change freq. App. April 12.

■ KQEU (920 khz) Olympia, Wash.—Seeks CP to increase power to 5 kw and change to DA-2. App. April 16.

Accepted

■ KURM (790 khz) Rogers, Ark.—Seeks MP to make changes in nighttime tower ant. sys. and change daytime TL. App. April 13.

■ KAFY (550 khz) Bakersfield, Calif.—Seeks MP to make changes in nightime D-A pattern. App. April 16.

■ WTTR (1470 khz) Westminster, Md.—Seeks MP to reduce RMS and augment nightime standard pattern. App. April 13.

■ WKQW (1120 khz) Oil City, Pa.—Seeks MP to make changes in ant. sys. App. April 13.

■ WQBX (710 khz) Christiansburg, Va.—Seeks MP to make changes in 10 kw daytime radiation pattern. App. April 13.

■ KIBG (1550 khz) St. Stephens, Wyo.—Seeks MP to change TL. App. April 13.

FM applications

Tendered

■ KTNC-FM (95.3 mhz) Falls City, Neb.—Seeks mod. of CP to change TL; change HAAT to 970 ft. and make changes in ant. sys. App. April 16.

■ KKCW (103.3 mhz) Beaverton, Ore.—Seeks mod. of CP to change ERP to 95 kw. App. April 11.

■ WEAI (100.5 mhz) Jacksonville, Tenn.—Seeks CP to change ERP to 50 kw and HAAT to 322 ft. App. April 12.

Accepted

■ KOTR (94.3 mhz) Cambria, Calif.—Seeks mod. of CP to change TL and change HAAT to 328 ft. App. April 13.

■ KKUS (98.1 mhz) San Luis Obispo, Calif.—Seeks CP to make changes in ant. sys. App. April 12.

■ WKJL (94.3 mhz) Elgin, Ill.—Seeks CP to change HAAT to 328 ft. App. April 13.

■ WRBS (95.1 mhz) Baltimore—Seeks mod. of CP to change HAAT to 500 ft. App. April 12.

Summary of broadcasting as of February 29, 1984

Service	On Air	CP's	Total *
Commercial AM	4,740	170	4,910
Commercial FM	3,551	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,431	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	535	23	558
Commercial UHF TV	340	222	562
Educational VHF TV	111	3	114
Educational UHF TV	173	25	198
Total TV	1,159	273	1,452
VHF LPTV	192	74	266
UHF LPTV	71	136	207
Total LPTV	263	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WGTF (96.3 mhz) Nantucket, Mass.—Seeks CP to change ERP to 50 kw. App. April 12.

■ KIDS (98.3 mhz) Palmyra, Mo.—Seeks CP to change ERP to 2.4 kw. App. April 13.

■ WJSO-FM (99.3 mhz) Elizabethton, N.J.—Seeks mod. of CP to move SL outside city of license

■ WITO (107.1 mhz) Ironton, Ohio—Seeks CP to change TL and change HAAT to 275 ft. App. April 16.

■ KZAM (95.3 mhz) Creswell, Ore.—Seeks mod. of CP to change TL; change ERP to 1.5 kw and change HAAT to 400 ft.

■ WPRO-FM (92.3 mhz) Providence, R.I.—Seeks CP to change ERP to 43 kw; change HAAT to 533 ft. and make changes in ant. sys. App. April 16

■ WFMR (98.3 mhz) Menomonee Falls, Wis.—Seeks mod. of CP to change ERP to 3.0 kw. App. April 13

TV applications

Accepted

■ KTIE (ch. 63) Oxnard, Calif.—Seeks MP to change to ERP vis. 3435 kw, aur. 515 kw; change HAAT to 1,802 ft. and change TL. App. April 16.

■ KXLT (ch. 47) Rochester, Mich.—Seeks MP to change to ERP vis. 45.6 kw, aur. 4.56 kw and change HAAT to 340 ft. App. April 16.

■ *KOED-TV (ch. 11) Tulsa, Okla.—Seeks CP to replace exp. CP. App. April 11.

■ KLMG-TV (ch. 51) Longview, Tex.—Seeks MP to change ERP to vis. 3097 kw; aur. 309.7 kw; change HAAT to 1,249 ft.; change TL and make changes in ant. sys. App. April 11.

AM action

■ KYOR (1590 khz) Sun Valley, Nev.—Granted app. for MP to change main SL. Action April 10.

FM actions

■ WMGX (93.1 mhz) Portland, Me.—Granted app. for mod. of CP to change TL; change ERP to 50 kw and change HAAT to 467 ft. Action April 6.

■ WGRD-FM (97.9 mhz) Grand Rapids, Mich.—Granted app. for CP to change ERP to 30 kw; change HAAT to 590 ft. and make changes in ant. sys. Action April 4.

■ KPBM-FM (94.5 mhz) Poplar Bluff, Mont.—Returned app. for CP to change ERP to 100 kw and change HAAT to 1,005 ft. Action April 10.

■ WGTZ (92.9 mhz) Eaton, Ohio—Returned app. for mod. of CP to change TL; change ERP to 31.6 kw; change HAAT to 600 ft. and make changes in ant. sys. Action April 10.

■ KATT-FM (100.5 mhz) Oklahoma City, Okla.—Granted app. for CP to change TL; change HAAT to 1,188 ft. and make changes in ant. sys. Action April 11.

■ KLUP (97.9 mhz) Poteau, Okla.—Returned app. for CP to change TL and make changes in ant. sys. Action April 10.

■ WRFE Aguada, P.R.—Granted CP to change ERP to 3 kw and make changes in ant. sys. Action April 10.

■ KIPR-FM (99.5 mhz) Diboll, Tex.—Granted app. for CP to change TL; change ERP to 100 kw; change HAAT 521.93 ft. and make changes in ant. sys. Action April 9.

■ KAUA (95.9 mhz) Freer, Tex.—Granted app. for mod. of CP to change ERP to 190 w and change HAAT to 466 ft. Action April 5.

■ KNIF (95.3 mhz) Gilmer, Tex.—Granted app. for CP to change TL; change ERP to 1 kw; change HAAT to 500 ft. and change TPO. Action April 9.

■ KNMK (95.3 mhz) McKinney, Tex.—Granted app. for CP to change HAAT to 163 ft. Action April 9.

■ WBDY-FM (106.3 mhz) Bluefield, Va.—Granted app. for CP to change TL; change ERP to .22 kw; change HAAT to 1,122 ft. and make changes in ant. sys. Action April 11.

■ WWSP (89.9 mhz) Stevens Point, Wis.—Granted app. for CP to change TL; change ERP to 3.61 kw; change HAAT to 232 ft.; change class of station to class C and make changes in ant. sys. Action April 10.

TV action

■ WGTR-TV (ch. 66) Marlborough, Mass.—Granted app. for mod. of CP to change to ERP vis. 2950 kw, aur. 295 kw; change HAAT to 1,463 ft.; change TL and make changes in ant. sys. Action April 10.

5/1/84
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The Fifth Estate

Broadcasting Apr 30

America's highest rated newscast is in Wilkes Barre/Scranton, PA

16
WNEP-TV

Newswatch 16 with a 35 Rating and a 54 Share is seen in more homes than newsleaders in many markets almost twice its size.

WNEP-TV, covering all of Northeastern & Central PA, is represented by Katz American Television, the industry's top rated national sales representative.

WNEP-TV. Katz American. The best.

Source: ARB Feb '84, Early News M-F average Rating and Total HH. Based on Top 100 equal facility markets. Subject to qualifications in local reports.

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53d Year 1984

The NAB Convention □ Chairman Fowler "At Large"

Vol. 106 No. 18

Broadcasting Apr 30

Tauke and Tauzin throw in the towel on broadcast dereg
Preview of NAB 84 □ Post view of MIP-TV
At Large with FCC Chairman Mark Fowler

WALL HANDWRITING □ Tauke and Tauzin end talks with Wirth in fashioning broadcast deregulation bill. **PAGE 35.**

STATE OF THE INDUSTRY □ NAB president, Eddie Fritts, reviews list of accomplishments broadcasters have seen during Reagan administration; previews prospects for future deregulation. **PAGE 36.**

CABLE'S PRESENT □ Kastenmeier introduces copyright bill that would effectively cancel CRT rate-hike decision of 1982. **PAGE 37.**

BROADCASTER'S PRESENT □ Trible introduces bill that would codify FCC's must-carry rules. **PAGE 38.**

CHANGING OF GUARD □ Rubenstein among three top Mutual executives who resign; Clements takes over reins. **PAGE 39.**

MORE UNDERBRUSH □ FCC votes to allow ITFS licensees to sublease time, pre-empts state regulation of common carrier service on FM's. **PAGE 39.**

HOT TIME □ Proliferation of home video sales, joint venturing and co-productions highlight annual MIP-TV gathering. **PAGE 41.**

NAB 84 □ New and improved products proliferate on exhibit floor of NAB's 62d annual convention. **PAGE 46.** A list of exhibitors runs from **PAGES 48** to **102.** The agenda appears on **PAGES 104-112.** The hospitality suite listing begins on **PAGE 112.**

FREEDOM FIGHTER □ FCC Chairman Mark Fowler has spent the last three years, embarking on a course of unregulation. In this "At Large" with BROADCASTING editors, Fowler describes the commission's accomplishments and maps out its goals. **PAGE 116.** An accounting of the Fowler FCC's deregulatory track record appears on **PAGE 122.**

SEPARATE PEACE □ HBO's Biondi says relations between pay cable network and Hollywood have improved; outlines company's future course. **PAGE 130.**

ON THE ROAD TO HDTV □ Advanced Television Systems Committee moves closer to agreement on improving television pictures. **PAGE 142.**

HILL HEARING □ NTIA chief answers House subcommittee's questions on turf fight between State and Commerce departments. **PAGE 153.**

GOLDEN YEARS □ Anthony Cassara, president of Golden West Television and Wometco Broadcasting, finds opportunities in the changing business of television. **PAGE 181.**

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■ Longbeach, Wash.—Margaret and Robert Cole seek 94.3 mhz; 3.0 kw; HAAT: 234 ft. Address: Route 1, Box 3038, Warrenton, Ore. 97146. Principals are Margaret A. Cole (51%) and her husband, Robert, (49%), both school teachers who have no other broadcast interests. Filed April 16.

■ Fairmont, W.Va.—Fairmont Broadcasting Co. Inc. seeks 103.1 mhz; ERP: 3 kw; HAAT: 243 ft. Address: P.O. Box 1549, Fairmont, W.Va. Principals are Nick Fantasia (52%), his son, Nick L. (24%), and his wife, Carmella (24%), they also own WTCS(AM) Fairmont, W.Va., where Fantasia is general manager. Filed April 13.

TV's

■ Seward, Alaska—Minority Television of Seward seeks ch. 9; ERP: 100 w vis., 10 w aur.; HAAT: -1490 ft. Address: 8 Arlington St., Auburn, Mass. 01501. Principal is Dan Mahoney, radio consultant, who has no other broadcast interests. Filed April 10.

■ San Luis Obispo, Calif.—Cuesta Communications Corp. seeks ch. 33; ERP: 2,050 kw vis., 205 kw aur.; HAAT: 78 ft. Address: 1640 Fifth St. Suite 203, Santa Monica, Calif. 90401. Principals are Ernest A. Dominguez (49%), Ira Wechsler (49%) and Lawrence Rogow (2%). Rogow is applicant for CP for new UHF on ch. 15 Las Vegas; new UHF on ch. 61 Houston; new UHF on ch. 23 Arcata, Calif. and UHF on ch. 29 Sacramento, Calif., and over 100 new LPTV applications. Filed April 13.

■ San Luis Obispo, Calif.—San Luis Obispo Telecasters seeks ch. 33; ERP: 5,000 kw vis., 500 aur.; HAAT: 2,171 ft.; ant. hgt. above ground: 78 ft. Address: Route 8, Box 355, Greenville, N.C. 27834. Solely owned by Trudy B. Harris who also owns 50% of app. for new TV in Charleston, S.C. Filed April 13.

■ Tampa, Fla.—Associated Communications Corp. seeks ch. 50; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 1,300 ft., ant. hgt. above ground: 1,300 ft. Address: 200 Gateway Towers, Pittsburgh. 15222. Principally owned by Louis Berkman (37.9%), Jack N. Berman, chairman (11.8%), and 14 others. Associated Communications also owns five AM's and five FM's, including WTYN(AM) Tampa. It will dispose of Tampa station upon grant of application. Filed April 13.

■ Tampa, Fla.—Mary Ann S. Bohi seeks ch. 50; ERP: 3,220 kw vis., 322 kw aur.; HAAT: 500 ft., ant. hgt. above ground: 558.9 ft. Address: 1507 Overbrook Ct. High Point, N.C. 27262. Solely owned by Mary Ann S. Bohi who also owns WLOE(AM)-WRSQ-FM Eden, N.C. Filed April 12.

■ Tampa, Fla.—Channel 50 Corp. seeks ch. 50; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 1,356.5 ft.; ant. hgt. above ground: 1,441.5 ft. Address: 1905 St. Conrad, Tampa, Fla. 33607. Application is mutually exlusive with application of Gary E. Wilson (BPCT-840201KH). Solely owned by Robert L. Gilder who is also applicant for new TV on ch. 38 St. Petersburg, Fla. Filed April 13.

■ Tampa, Fla.—Channel 50 Ltd. seeks ch. 50; ERP: 2,780 vis., 278 ft. aur.; HAAT: 1,082 ft.; ant. hgt. above ground: 1,082.5 ft. Address: 301 West Main St., Durham, N.C. 27102. Principal is owned by Marilyn Holifield (51%), who has no other broadcast interests, and Benjamin T. Perry (49%). Perry is officer and director of corporation which owns WKJA(TV) Wilmington, N.C., and separate corporation which owns WFCT(TV) Fayetteville, N.C. Filed April 13.

■ Tampa, Fla.—Grand Bay Television Ltd. seeks ch. 50; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 560 ft.; ant. hgt. above ground: 561 ft. Address: 1925 Brickell Ave., #D-711, Miami, Fla. 33129. General partnership of Joaquin Blaya (50%), Raul P. Masvidal (30%) and Jose Cancela, general partner (20%). Blaya, general manager of WLTV(TV) Miami, is director of corporation which owns KFTV(TV) Hanford, Calif.; KMEX-TV Los Angeles; KWEX-TV San Antonio, Tex.; WLTV(TV) Miami, and WXTV(TV) Paterson, N.J. He also owns 11.485% of KDTV(TV) San Francisco and 3.75% of KTVW-TV Phoenix. Cancela is account executive at WLTV(TV) Miami. Filed April 13.

■ Tampa, Fla.—Gulfwind Broadcasting Ltd. seeks ch. 50; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 1,931 ft.; ant. hgt. above ground: 1,889 ft. Address: 4411 Lurline Circle, Tampa, Fla. 33610. Principals are Gulf Broadcasting Corp. (20%), James A. Campoli (5.6%) and future partners to own 74.4%. Gulf Broadcasting Corp. is owned by Joyce E. Boglin (25%), school administrator, Barbara Holmes (25%), vice president of Hillsborough Community College, Francisca Whitson (25%), office supplier, and Ivonne L. Fernandez (25%), secretary. Filed April 13.

■ Tampa, Fla.—Jacaranda Broadcasting Co. seeks ch. 50; ERP: 3,057 kw vis., 306 kw aur.; HAAT: 994 ft.; ant. hgt. above ground: 972 ft. Address: 850 St. Nicholas Ave., New York, N.Y. 10031. Principal owner is Randy Daniels, former CBS correspondent, who has no other broadcast interests. Filed April [illegible]

■ Tampa, Fla.—PBTV Inc. seeks ch. 50; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 925 ft. ant. hgt. above ground: 925 ft. Address: 7 West 51st St., New York, N.Y. 10019. Principal owners are I. Martin Pompadur (60%) and Ralph E. Becker (40%), who also own WROC-TV Rochester, N.Y.; WTOV-TV Steubenvile, Ohio; WEYI-TV Saginaw, Mich. and WRDW-TV Augusta, Ga. Filed April 13.

■ Tampa, Fla.—Tampa Bay Broadcasters Ltd. seeks ch. 50; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 926 ft.; ant. hgt. above ground: 907 ft. Address: 1475 75th Circle N.E., St. Petersburg, Fla. 33712. Principals are Barbara Griffin, general partner (20%), and Donald J. Moore, ltd. partner (80%). Griffin's mother, C. Bette Wimbish, has part interest in WMNX-FM Tallahassee, Fla., and, with son, Terrence, in CP for WIMX-FM Madison, Fla. Moore holds part interest in app. for CP's of WGMS-AM-FM Washington, app. for CP for KHJ(AM) and KRTH-FM, both Los Angeles, and CP for ch. 67 Alvin, Tex. Filed April 13.

■ Tampa, Fla.—Tampa Fifty Ltd. seeks ch. 50; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 1,451 ft.; ant. hgt. above ground: 1,443 ft. Address: 201 E. Kennedy Blvd., Tampa, Fla. Principals are George L. Miles Jr., executive VP of WNET(TV) New York, general partner (14%), Henry Goldberg, attorney, ltd. partner (39.5%), and Phillip L. Spector attorney, limited partner (39.5%). Miles also owns 10% of app. for new AM and new FM in Boston. Others have no other broadcast interests. Filed April 13.

■ Tampa, Fla.—Television Tampa seeks ch. 50; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 604 ft.; ant. hgt. above ground: 612 ft. Address: 1108 Redgate Ave., Norfolk, Va. 23507. Principal is F. Gray Kiger Jr., VP of Finance at TVX Inc., who owns less than ½ percent of TVX Inc. licensee of two TV's in Virginia, two TV's in Tennessee and one TV in North Carolina. Filed April 13.

■ Bainbridge, Ga.—Bainbridge Telecasters Ltd. seeks ch. 49; ERP: 2,816 kw vis., 280 kw aur.; HAAT: 1.098 ft.; ant. hgt. above ground: 984 ft. Address: 301 West Main St. Durham, N.C. Principal is Benjamin T. Perry who also owns WKJA(TV) Wilmington, N.C., and WFCT(TV) Fayetteville, N.C. Filed April 13.

■ Bainbridge, Ga.—Bainbridge Communications Ltd. seeks ch. 49; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 1,140 ft.; ant. hgt. above ground: 1,140 ft. Address: 4019 Springer Ave., Royal Oak, Mich. 48072. Principals are Gregory Capogna, consultant, general partner (40%), and Stephen Parrott, limited partner (60%), who have no other broadcast interests. Filed April 13.

Summary of broadcasting
as of February 29, 1984

Service	On Air	CP's	Total *
Commercial AM	4,740	170	4,910
Commercial FM	3,551	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,431	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	535	23	558
Commercial UHF TV	340	222	562
Educational VHF TV	111	3	114
Educational UHF TV	173	25	198
Total TV	1,159	273	1,452
VHF LPTV	192	74	266
UHF LPTV	71	136	207
Total LPTV	263	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ New Orleans—Albert Inc. seeks ch. 49; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 1,965 ft.; ant. hgt. above ground: 1,962 ft. Address: 816 West 14th St., Covington, La. Principal is Charles C. Gremillion, who also owns 20% of Parrish Family Television Ltd. Partnership, app. for ch. 44 Baton Rouge. Application is mutually exclusive with applications of Women for TV Ownership and Management and Crawfish Communications. Filed April 13.

■ New Orleans—Crescent City Communications seeks ch. 49; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 1,020 ft.; ant. hgt. above ground: 1,021. Address: 255 West 99th St., New York, N.Y. 10025. Principal is Barbara Lamont, former freelance newscaster, who has no other broadcast interests. Filed April 13.

■ New Orleans—Fleur De Lis Broadcasting Inc. seeks ch. 49; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 1,020 ft.; ant. hgt. above ground: 1,018 ft. Address: 3849 Lisa Lane, Shreveport, La. 71109. Principals with voting stock are LaTonya Turner (14%), news reporter for KSLA-TV Shreveport, La., Charles Minifield, attorney, who has no other broadcast interests (11%), and Kevin D. Kemmerly (5%) student, principals with nonvoting stock are Kemmerly's uncle, J. Robert Kemmerly, M.D. (30%), Harmon Drew Jr. (30%), and Steven D. Burkhalter (10%). J. Robert Kemmerly, his wife, Sue, and Drew own KRZB-TV Hot Springs, Ark. J. Robert Kemmerly, his son David, Drew and his wife, Jean, own app. for new TV in Bossier City, La. J. Robert Kemmerly, his son David, and wife, Sue, own app. for new TV in Vicksburg, Miss. In addition, Drew has applications for 9 LPTV stations in Texas and Colorado and Kemmerly has applications for 5 LPTV stations in Texas. Filed April 13.

■ New Orleans—Lloyd Allen seeks ch. 49; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 974 ft.; ant. hgt. above ground: 973. Address: 207 Bedford St., LaPlace, La. 70068. Principal, employee of Bayou Steel, Inc. is individual with no other broadcast interests. Filed April 13.

■ New Orleans—Mandeville Communications Co. seeks ch. 49; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 922 ft.; ant. hgt. above ground: 923 ft. Address: 1970 Mandeville Canyon Road, Los Angeles, Calif. 90049. Principals are Marla Gibbs, actress, Whitman Mayo, actor, Colin A. (Topper) Carew, producer/director, Arlene A. Beasley, account executive for KFI(AM)-KFGT-FM Los Angeles, and Yvonne Burke, former congresswoman, and her husband, William, gen. partners with 16% interest, and Donald J. Moore, ltd. partner (20%). Moore also owns 10% of app. for new AM and new FM in Boston, others have no other broadcast interests. Filed April 13.

■ New Orleans—Mary Ann S. Bohi seeks ch. 49; ERP: 2,968 kw vis., 297 kw aur.; HAAT: 1.017.6 ft.; ant. hgt. above ground: 1,017.6 ft. Address: 1507 Overbrook Ct. High Point, N.C. 27262. Solely owned by Mary Ann S. Bohi who also owns WLOE(AM)-WRSQ-FM Eden, N.C. Filed April 13.

■ New Orleans—NOLA TV seeks ch. 49; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 569 ft.; ant. hgt. above ground: 569 ft. Address: 7311 Malvern Dr., New Orleans, La. 70126. Principal is Rhesa O. McDonald. Her husband, Alden, is member of board of Educational Broadcasting Foundation Inc. licensee of *WLAE-TV New Orleans. He will resign if app. is granted. Filed April 13.

■ *Belmont, N.C.—ACTS of Metrolina Inc. seeks ch. 46; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 1,914 ft.; ant. hgt. above ground: 1,970 ft. Address: 209 South Kings Dr., Charlotte, N.C. 28204. Principal is nonprofit, nonstock corporation, Doris B. Borders, homemaker, president. It has no other broadcast interests. Filed April 13.

■ Belmont, N.C.—Belmont Telecasters Inc. seeks ch. 46; ERP: 2,816 kw vis., 282 kw aur.; HAAT: 1,035 ft.; ant. hgt. above ground: 1,025 ft. Address: 301 Main St., Durham, N.C. 27102. Principals are Benjamin T. Perry, gen. partner (49%), and Tomosa Walton, ltd. partner (51%). Perry is applicant for new TV in Wilson, N.C. Walton and Perry are also applicants for new TV in Lake Dallas, Tex. Filed April 13.

■ Belmont, N.C.—Gabriel Broadcasting Co. Inc. seeks ch. 46; ERP: 1,450 kw vis., [illegible] kw aur.; HAAT: 795 ft.; ant. hgt. above ground: 221 ft. Address: 123 E Park Fairfax, Charlotte, N.C. 28208. Principals are Charles M. Gabriel, consulting petroleum engineer (49%), and his wife, Carolyn (51%). They have no other broadcast interests. Filed April 13.

■ Belmont, N.C.—Metro Broadcasting Ltd. seeks ch. 46; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 1,534 ft.; ant. hgt. above ground: 1,562. Address: 1225 East 5th St., Winston-Salem, N.C. 27102. Principals are David H. Wagner, attorney, and his wife, Mollie, Dr. Spurgeon W. Webber, dentist, and his wife, Loretta Jean, all owning 25%. Filed April 13.

■ Belmont, N.C.—Piedmont Crescent Broadcasting Co. seeks ch. 46; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 969 ft.; ant. hgt. above ground: 144 ft. Principals are State W.

C1758-1A

The Fifth Estate

Broadcasting May 7

Minneapolis St. Paul

5 abc KSTP-TV

*ARBITRON ADI, NIELSEN DMA, Feb. '84, rating/share: 6 PM News (5 day av.); 10 PM News (5 & 7 day av.) Subject to limitations of survey.

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Gavel to Gavel at the NAB

Vol. 106 No. 19

Broadcasting May 7

ABC, CBS announce fall schedules
Supreme Court backs journalists in libel case
Coverage from NAB 1984

CONVENTION NEWS □ Record crowds at annual broadcasters convention brave strike to hear some words of warning from Fowler and see array of exhibits. **PAGE 39.**

FROM THE CHAIRMAN □ FCC Chairman Mark Fowler tells NAB that new deregulatory era means broadcasters need to be more responsible to the public. **PAGE 41.**

EXPANDING UNIVERSE □ FCC increases limits and adds some new categories in its attribution rules. **PAGE 43.**

FALL PREVIEW □ ABC and CBS announce their fall schedules of series, mini-series and movies. ABC adds eight new series and CBS five. **PAGE 44.**

SIGNING ON □ Larry Grossman begins his tenure as president of NBC News. **PAGE 46.**

CLEMENTS TIME □ New head of Mutual Broadcasting says radio network is not for sale. **PAGE 51.**

AFFILIATES ON PARADE □ ABC begins slate of network affiliates meetings today at Century Plaza in Los Angeles. **PAGE 54.**

SPORTS PURCHASE □ ABC exercises its option and buys ESPN for $202 million. **PAGE 66.**

LIBEL LANDMARK □ In major case, Supreme Court rules that appellate courts can review facts of libel cases tried in lower courts. Ruling helps back up 1964 *Times v. Sullivan* case. **PAGE 78.**

JOYCE REPORTS □ CBS News president says there is no evidence that early reporting of election results diminishes voting on the West Coast. **PAGE 80.**

NAB 84 □ A review of the status of broadcast deregulation in the House. **PAGE 85.** A view of the future with the new technologies. **PAGE 87.** Broadcasters are urged to take advantage of the rules liberalizing debate sponsorship. **PAGE 88.** Changes in the Emergency Broadcasting System are reviewed. **PAGE 89.** Awards and citations presented at the convention. **PAGES 90-91.** Representatives from both sides of the President versus press relationship review the world in which each operates. **PAGE 92.** NAB's legal clinic extravaganza. **PAGE 94.** Daytimers receive tips on improving effectiveness. **PAGE 95.** Motorola picks up momentum in its campaign to become de facto marketplace standard for AM stereo. **PAGE 95.** Mass Media Bureau chief McKinney discusses docket 80-90, TV dereg, CP foot-dragging and loud commercials. **PAGE 97.** FCC commissioners review deregulatory decisions. **PAGE 98.** A rundown of NAB's teeming exhibit floor. **PAGE 99.** Research by Orban shows Sony receiver with best wideband frequency response. **PAGE 101.** Much talk, little concrete action on getting stereo television into the marketplace. **PAGE 102.** Three-quarter-inch technology ENG technology termed "living dinosaur." **PAGE 103.** Update on teletext front. **PAGE 104.** Broadcasters told victory in music licensing suit could save millions of dollars. **PAGE 106.** Copyright and must-carry legislation is addressed. **PAGES 107-108.** Growing pains for LPTV. **PAGE 109.** Reports for TVB and RAB. **PAGE 110-111.**

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18 times faster. Associated Press Broadcast Services introduced its new satellite-delivered news wire service for radio stations at the NAB convention. The unit, known as AP NewsPower 1200, will be able to transmit 1,200 words per minute, replacing the old AP Radio wire service of 66 words per minute. Stations will be able to choose from 15 categories, including national and world news headlines, state news, state weather forecasts and sports scores, says Jim Hood, deputy director of news, AP Broadcast Services. NewsPower 1200 will also offer news from two adjacent states at no extra charge. AP Newspower 1200 will be offered with an Okidata M-92 printer. Pictured with the Okidata printer are (l-r): Hood; Sue Cunneff, AP general broadcast editor, and Roy Steinfort, AP vice president and director of broadcast services.

Eastman survey. National spot radio campaigns targeted to 25-54 demographic and airing one to four weeks is most requested buy of ad agencies and advertisers, according to Eastman Radio avail analysis. Following is Eastman Radio's quarterly break-down for 1983 and first three months of 1984 of requested buys by demographic, area and campaign length.

Quarterly trends and yearly analysis 1983-84

	1983 by quarter					*1st qtr.*
Demographics	*1st*	*2d*	*3d*	*4th*	*total year*	*1984*
25-54	35%	36%	38%	36%	**36%**	38%
18-49	15%	18%	19%	19%	**18%**	20%
25-49	8%	10%	8%	12%	**10%**	8%
18-34	13%	14%	13%	12%	**13%**	11%
18+	7%	5%	5%	6%	**6%**	5%
Farm	5%	3%	3%	3%	**4%**	4%
Teens, persons 12-24,	5%	7%	6%	4%	**6%**	3%
Areas						
Metro	86%	88%	90%	92%	**89%**	89%
TSA	7%	3%	2%	2%	**4%**	3%
ADI	6%	9%	7%	6%	**7%**	8%
Campaigns						
1-4 weeks	70%	75%	75%	79%	**75%**	67%
5-9 weeks	19%	17%	17%	14%	**17%**	20%
10-14 weeks	7%	5%	4%	3%	**5%**	6%
15-29 weeks	3%	2%	2%	2%	**2%**	4%
30-50 weeks	1%	1%	1%	1%	**1%**	1%
52 weeks	2%	1%	1%	1%	**1%**	2%

Most requested demographic by region

East		*Central*		*West*	
25-54	34%	25-54	36%	25-54	45%
18-49	18%	18-49	18%	18-49	26%
18-34	13%	18-34	13%	25-49	8%
25-49	9%	Farm	9%	18-34	6%
Farm	3%	25-49	6%		

Data from Eastman offices in New York, Philadelphia, Atlanta, Boston, Chicago, Detroit, Dallas, St. Louis, Minneapolis, Los Angeles, San Francisco and Seattle.

tions, McGavren Guild Radio, these nonwired networks (packaging of stations, often several in one market, into a single buy with rates individually negotiated with each station) are designed to deliver the "heavy users" of different products and services as well as specific demographics and life styles. The process of matching stations to each of these networks is a four-way quantitative/qualitative procedure, said Hulleberg. Information is based on data from Arbitron, Simmons, the Yankelovich, Skelly & White Monitor and "Matchmaker"—company analysis of local retail usage for Internet client stations.

"There are 12 major spot networks, the majority of which have three subcategories of smaller nonwired networks, which can draw from over 1,000 Internet affiliated stations," notes Hulleberg. "These networks, however, can be modified and new ones created for other categories," she said.

Remembering

A special anniversary broadcast marking the 40th anniversary of D-Day in World War II will be broadcast over the CBS Radio Network on June 6. Douglas Edwards will serve as anchor for the program, titled *D-Day Plus 40 Years*. Reunited for the broadcast will be a group of well-known WWII correspondents including Richard C. Hottelet, Charles Collingwood, Eric Sevareid, Charles Shaw and Bill Shadel. The broadcast also will feature rare recordings of CBS News coverage of the Normandy invasion. The invasion coverage was planned by Edward R. Murrow and CBS New Director Paul White.

Stereo 'Life'

Al Ham Productions, Huntington, Conn.-based producer of the "Music of Your Life" format (big band and pop adult hits from the late 1930's to the present), has begun offering its client stations an AM stereo "enrichment" package which uses four components of the Kahn/Hazeltine system. "These components were selected because I found the Kahn/Hazeltine system to be far superior than the others [Harris, Magnavox and Motorola]," said Al Ham, creator of the format. WMAS(AM) Springfield, Mass., and WHLI(AM) Hempsted, N.Y., are the first of MOYL-formatted stations to begin using the new MOYL AM stereo package.

Big bucks

Is there a million-dollar listener out there in New York radioland? WNEW(AM) New York last week touched off a search to find a listener in its coverage area in New York, New Jersey, Connecticut and northern Pennsylvania who can answer a few simple questions and win a prize of $20,000 annually for the next 50 years. A random sampling of names from telephone books will be mixed in a drum. Personalities at WNEW will select a name, then call and ask the respondent to name the radio station to which he or she listens. If the answer is "WNEW," the person wins a prize worth about $50 and becomes eligible for the jackpot. To win the million dollars, the respondent must either name the titles of the three preceding songs played on WNEW or give the names of the artists. The contest began last Thursday (May 3) at 6 a.m. and will continue throughout the schedule until a winner emerges.

Winners chosen for Ohio State radio-TV honors

Nineteen radio and 35 TV programs were selected as winners of the 48th annual Ohio State Awards. The 1984 honors were conferred at a dinner ceremony at the National Press Club in Washington.

Begun in 1936, the awards recognize excellence in educational, informational and public affairs broadcasting. They are sponsored by the Institute for Education by Radio-Television, founded in 1930 at Ohio State University, and are administered by the WOSU stations in Columbus, licensed to OSU.

The 1984 winners:

Social Sciences and Public Affairs

KNBC News, Burbank, Calif. ☐ *Emergency: Learn...and Live.*

WDIV-TV Detroit ☐ *City Nights.*

University of Wisconsin-Stout Teleproduction Center and **Wisconsin Educational Television Network, Menomonie, Wis.** ☐ *Out & About Maintaining Friends.*

WCVE-TV/WCVW-TV Richmond, Va. ☐ *The Second Collision.*

KFRC(AM) San Francisco ☐ *Firebreaks.*

WBBM Newsradio, Chicago ☐ *Up-to-Date.*

KXAS-TV News Department, Fort Worth ☐ *License to Kill.*

Media and Society Seminars in association with WTTW(TV) Chicago and WNET(TV) New York ☐ *The Constitution: That Delicate Balance.*

Educational Film Center, Annandale, Va. ☐ *Powerhouse.*

Office of Instructional Technology, South Carolina State Department of Education, Columbia, S.C. ☐ *Pickens/Marion/Sumter.*

Youth News, Oakland, Calif., and KFRC(AM) San Francisco ☐ *You Can't Lead If You Can't Read.*

KNX Radio, Hollywood ☐ *Hand in the Till.*

WOR Radio, New York ☐ *College: Getting in and Paying For It.*

KHJ News, Hollywood ☐ *KHJ Children's Christmas Fund.*

NBC Radio News, New York ☐ *Suffer the Children.*

ABC Entertainment Network, New York ☐ *Coping With Unem-*

ABC wins its second week in a row

Although it came in first only two nights, ABC won the prime time ratings for the second consecutive week of the rerun season, with an average rating of 14.9 and an average share of 25, compared to runner-up CBS with 13.8/23 and NBC with 12.4/21. For the week ending April 29, ABC led by over one full rating point against competitor CBS in Nielsen's National Television Index.

ABC won Wednesday and Saturday powered by its regular lineup of programs, all of which were reruns except *Dynasty*. CBS took Monday, Thursday, Friday and Sunday. A full night of repeats for NBC's Tuesday night schedule didn't hinder that network from taking first place as usual.

Although CBS had five of the top 10 prime time shows of the week, ABC had three of the top five and there was even room in the top 10 for two belonging to NBC.

In the evening news, CBS led with 12.1/23, followed by ABC with 10.4/20 and NBC with 10.2/20.

Highlights of the week, night by night:

■ CBS glided to victory Monday night with its regular lineup of *Scarecrow & Mrs. King, Kate & Allie, Newhart* and *Cagney & Lacey*, all of which were first-runs except *Newhart*. All of CBS's Monday night shows placed in the top 20, delivering that network an average 17.2/27 for the evening. NBC came in second for the night, helped generously by a rerun of *TV Bloopers & Practical Jokes*, which ranked 10th with an average 17.8/27 for its 8-9 slot.

■ NBC's dominance of Tuesday continued with an average this week of 16.7/27. ABC, based on reruns of its regular lineup, came in second with a 14.8/24. CBS, the only network to run original programing during the night, placed third with an 11.4/18.3. It featured *American Parade* (11.2/17) and the first part of a made-for-television movie, *Peter and Paul* (11.5/19).

■ Wednesday went easily to ABC based on its action/adventure/drama regular lineup of *Fall Guy, Dynasty* and *Hotel*. *Dynasty* was the top-rated show of the week, drawing an average 23.3/27, while *Hotel* came in fourth with a 20.2/36 and *Fall Guy* tied *Oh, Madeleine* with a rating of 16.2. The second part of *Peter and Paul* underperformed its first part, averaging an 8.6/14 for CBS in the 9-11 period and making it the 65th of 69 ranked shows for the week.

■ CBS's regular lineup of action/adventure/drama gave it the customary Thursday night lead with a 17.2/28. *Magnum, P.I.* and *Simon & Simon* were both in the top 10, but NBC's *Duck Factory*, which opened three weeks ago to favorable critical review, was that network's second lowest rated program of the night, surpassed only by the *NBC Reports* special that followed it.

■ CBS slipped a special movie in on Friday night, "Silver Streak," and came in first, averaging a 13.4/25. An NBC special rock 'n roll presentation was partially responsible for that network's 9.2/17 for the evening. Reruns of *Benson* and *Webster* outperformed *Dukes of Hazzard* by averaging a 14.6 rating in the 8-9 slot compared to *Dukes'* average 12.3 rating for that period.

■ Saturday night swung back to ABC on the momentum provided by reruns of *T.J. Hooker, Love Boat* and *Fantasy Island*. CBS managed a second place finish, helped along by its *Saturday Night Movie* feature, "Tom Horn." NBC steadily lost viewers over the night as it fell from the 12.3/24 average delivered by *Diff'rent Strokes* to an average 8.5/16 drawn by *Yellow Rose*.

■ CBS won Sunday night, although *60 Minutes* did most of the work with its 18.4/36 average. The 9-11 period was dominated by ABC, whose *Sunday Night Movie* feature, Neil Simon's "Chapter Two," averaged 19/31 and outperformed CBS's regular series lineup and NBC's repeat broadcast of its made-for-television drama, *Special Bulletin*. *Special Buletin*, first broadcast in April 1983, averaged a 10.2/16 and was the 60th ranked show of the week. ☐

Rank	Show	Network	Rating/Share
1.	Dynasty	ABC	23.3/37
2.	Simon & Simon	CBS	21.1/33
2.	A Team	NBC	21.1/33
4.	Hotel	ABC	20.2/36
5.	Chapter Two	ABC	19.0/31
6.	60 Minutes	CBS	18.4/36
7.	Magnum P.I.	CBS	18.3/30
8.	Alice	CBS	18.3/28
8.	Kate & Allie	CBS	18.3/28
10.	TV's Bloopers, Practical Jokes	NBC	17.8/27
11.	Trapper John, M.D.	CBS	17.7/30
12.	Newhart	CBS	17.3/27
13.	Jeffersons	CBS	17.3/26
14.	20/20	ABC	17.3/30
15.	Scarecrow & Mrs. King	CBS	17.2/26
16.	Three's Company	ABC	17.1/26
17.	Cagney & Lacey	CBS	16.8/28
18.	Fall Guy	ABC	16.2/27
19.	Oh Madeline	ABC	16.2/26
20.	Webster	ABC	15.6/27
21.	Love Boat	ABC	15.3/28
22.	Cheers	NBC	15.1/24
23.	A Long Way Home	ABC	15.1/24
24.	Facts of Life	NBC	14.7/23
24.	Riptide	NBC	14.7/23
26.	Remington Steele	NBC	14.4/25
27.	Gimme A Break	NBC	14.4/24
28.	Family Ties	NBC	14.3/23
29.	Hart To Hart	ABC	14.2/25
30.	A Doctor's Story	NBC	14.2/23
31.	T.J. Hooker	ABC	14.1/27
32.	Borderline	CBS	14.0/26
33	Tom Horn	CBS	13.8/26
34.	Hill Street Blues	NBC	13.8/24
35.	Benson	ABC	13.6/25
36.	Hardcastle & McCormick	ABC	13.5/22
37.	Happy Days	ABC	13.5/21
38.	Fantasy Island	ABC	13.4/26
39.	Foulups, Bleeps & Blunders	ABC	13.4/21
40.	Double Trouble	NBC	13.1/21
41.	Duck Factory	NBC	13.0/21
42.	Blue Thunder	ABC	12.9/19
43.	Matt Houston	ABC	12.8/24
44.	Real People	NBC	12.8/21
45.	Diff'rent Strokes	NBC	12.3/24
46.	Dukes of Hazzard	CBS	12.3/22
47.	AfterMash	CBS	12.3/21
48.	Knot's Landing	CBS	12.2/22
49.	Jennifer Slept Here	NBC	12.1/22
50.	Knight Rider	NBC	12.1/20
51.	Peter and Paul, part I	CBS	11.5/19
52.	Masquerade	ABC	11.4/20
53.	Second Thoughts On Being Single	NBC	11.3/20
54.	Four Seasons	CBS	11.3/18
55.	That's Incredible	ABC	11.2/18
56.	American Parade	CBS	11.2/17
57.	One Day At A Time	CBS	11.0/19
58.	People Are Funny	NBC	10.9/20
59.	Mama's Family	NBC	10.7/19
60.	Special Bulletin	NBC	10.2/16
61.	Master	NBC	9.8/18
62.	Two Marriages	ABC	9.7/15
63.	Ripley's Believe It Or Not	ABC	9.3/18
64.	Super Night of Rock 'n Roll	NBC	8.9/16
65.	Peter & Paul, part II	CBS	8.6/14
66.	Yellow Rose	NBC	8.5/16
67.	Mama Malone	CBS	8.4/14
68.	Whiz Kids	CBS	6.6/12
69.	Father Murphy	NBC	4.9/10

*indicates premiere episode

Communications, but involves same principals with different ownership configuration. It is group of 10 investors headed by Earnest L. Palmer, president (52%). It will use studio facilities of co-located WVEZ(FM) which seller is buying from Multimedia (see above). Action April 10.

■ KHOB(AM) Hobbs, N.M. (1390 khz, 5 kw-D, 250 w-N)—Granted assignment of license from The Smith Corp. to William S. Sanders for $500,000—comprising $50,000 cash, $263,000 seller's note and $187,000 in previous notes—plus $100,000 noncompete agreement. Seller is owned by Dan O'Shea Smith and his wife, Linda. They have no other broadcast interests. Buyer is owned by William S. Sanders. He has minority interest in co-located KPER(FM); KAAP(AM)-KKBZ(FM) Santa Paula, Calif.; KOTE(AM)-KKZZ-FM Lancaster, Calif., and in four stations which will be sold upon FCC approval: KVKM(AM)-KGGE(FM)[CP] Monahans, Tex. ("For the Record," April 2), and KDHI(AM)-KQYN(FM) Twentynine Palms, Calif. ("Changing Hands," April 16). Action April 13.

■ KNMQ(FM)[CP] Santa Fe, N.M. (105.9 mhz, 100 kw, HAAT: 1,631 ft.)—Granted transfer of control of Mesa Grande Broadcasting Co. from Philip H. Green (50% before; none after) to James M. Ellis (25% before; 63.2% after) and Melvin P. Hemmer Jr. (25% before; 36.8% after) for $1,800. Neither seller nor buyers have other broadcast interests. Action April 18.

■ WKJA(FM) Belhaven, N.C. (92.1 mhz, 3 kw, HAAT: 280 ft.)—Granted assignment of license from Roach Communications Inc. to Winfas of Belhaven Inc. for $150,000, comprising $29,000 cash, $22,000 assumption of loans and $99,000 seller's note. Seller is owned by Robert Roach (51%) and wife, Betty Bernice (49%). Neither has other broadcast interests. Buyer is group of seven Virginia and North Carolina investors, whose principal owners are W.S. Foster Jr. and Larry W. Nichols, chairman. Buyer also owns WJNC(AM)-WRCM(FM) Jacksonville, N.C., and WAMV-(AM)-WCNV(FM) Amherst, Va. Action April 18.

■ WAGR(AM) Lumberton, N.C. (580 khz, 500 w-D)—Granted assignment of license from Beasley Broadcasting of Eastern North Carolina Inc. to Henry William Hoot for $325,000, comprising $5,000 cash and $320,000 note. Seller acquired station and $75,000 in exchange for co-located WTSB(AM) and is selling station to satisfy multiple ownership rules (see below). Buyer is general manager of WEAW(AM) Evanston, Ill. Action April 10.

■ WTSB(AM) Lumberton, N.C. (1340 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Beasley Broadcasting of Eastern North Carolina Inc. to Southeastern Broadcasting Corp. in exchange for co-located WAGR(AM) plus $75,000. Buyer and seller will keep respective call letters. Assignor is majority owner of seven AM's and seven FM's, including co-located WGSS(FM). His purchase of WTSB(AM)-WGSS(FM) for $980,000 ("For the Record," April 5, 1982) was approved in December 1982 on condition that he spin off either WTSB or WFAI(AM) Fayetteville. To satisfy condition Beasley will spin off WAGR to Henry William Hoot (see above). Beasley also owns North Carolina cable systems and is applicant for new UHF at Goldsboro, N.C. Buyer is owned by Albert Kahn, who also owns co-located WJSK(FM). Action April 10.

■ WAJE(AM) Ebensburg, Pa. (1580 khz, 1 kw-D)—Granted assignment of license from Cancom Corp. to Cambria County Christian Communications Corp. for assumption of obligations. Seller is owned by Roy J. Humphrey, who has no other broadcast interests. Buyer is owned by Robert K. Hickling. He also owns WPLW(AM) Carnegie, Pa. Action April 13.

■ *KLUJ(TV) Harlingen, Tex. (ch. 44, ERP: 5.4 kw vis., 986 w vis.; HAAT: 370 ft.)—Granted assignment of license from Faith That Pleases God Church Inc. to Community Educational Television Inc. for $50,000. Seller is nonprofit, religious corporation headed by Joe Sosa, president. Buyer is nonprofit California corporation. Action April 5.

■ KSVC(AM)-KKWZ(FM) Richfield, Utah (980 khz, 5 kw-D; FM: 93.7 mhz, 27.5 kw, HAAT: 283 ft.)—Granted transfer of control of Sevier Valley Broadcasting Co. from Brent T. Larson (90% before; none after) to Kent L. Colby (10% before; 100% after) for $475,000, comprising $20,000 cash, $255,000 note and assumption of approximately $200,000 in liabilities. Stations were previously bought for $235,000 ("Changing Hands," Sept. 29, 1980). Seller also is owner of KBUH-AM-FM Brigham City, Utah, and 51% owner of KCKO(AM) Spokane, Wash., and KSIT(FM) Rock Springs, Wyo. Buyer is stations' general manager and has no other broadcast interests. Action April 17.

■ KTRW-FM East Wenatchee, Wash. (97.7 mhz, 3 kw, HAAT: 150 ft.)—Granted assignment from Read Broadcasting System to Challenger Broadcasting Corp. for $250,000 cash. Seller is owned by Thomas W. Read, former board member of National Association of Broadcasters and currently member of FCC/Industry Advisory Committee on Radio Broadcasting. Read also owns KTBI(AM)-KTRJ(FM) Ephrata, Wash., and low-power TV at Wenatchee. Buyer is owned by Seattle attorney William F. Baldwin, president, and Gerald B. Dennon, Bellevue, Wash.-based investment banker. Neither has other broadcast interests. Action April 18.

In contest

■ San Bernardino, Calif.—ALJ Joseph P. Gonzalez granted petition by Toluca Lake Broadcasting Limited Partnership and dismissed with prejudice its application for new commercial TV station on ch. 30 at San Bernardino. (MM 83-911-925; 927-930). Order adopted April 23.

■ Pagosa Springs, Colo.—ALJ Edward J. Kuhlmann granted joint request by Davis Broadcasting Co. Inc., San Juan Broadcasting Inc. and Debra Jo Hillery for approval of settlement agreement; dismissed with prejudice app.'s of Davis and San Juan; granted Hillery's app. for FM on ch. 292A (106.3 mhz) at Pagosa Springs, and terminated proceeding. (MM 83-1074-1076). MO&O adopted April 23.

■ Seaford, Del.—ALJ John H. Conlin granted joint request by John R. Powley and others, L.E.O. Broadcasting Inc. and Seaford Television Co. and dismissed their app.'s for new TV station on ch. 38 at Seaford. (MM 84-325-327). Order adopted April 23.

■ High Springs, Fla.—ALJ Thomas B. Fitzpatrick designated ALJ Joseph P. Gonzalez to preside in proceeding involving High Springs Television Inc. and Christian Channel/Ro-Mar Communications Inc.; scheduled prehearing for June 19 and hearing for July 19. (MM 84-372-373). Order adopted April 20.

■ Indianapolis—Associate General Counsel granted joint request by Mediacom Inc. and People's Broadcasting Corp. for approval of agreement and dismissed Mediacom's app. for FM at Indianapolis. (BC 78-243; 245-247). Order adopted April 24.

■ Topeka, Kan.—ALJ John M. Frysiak granted joint request of Arapahoe Silent Majority Inc. and Channel 43 Inc. for approval of settlement agreement; dismissed with prejudice Channel 43's app.; granted Arapahoe's app. for new UHF TV on ch. 43 at Topeka, and terminated proceeding. (MM 83-783-784). MO&O adopted April 23.

■ Bangor, Me.—ALJ Frederick J. Coufal granted joint motion by Broadcast Data Corp., Community Broadcasting Service and Kravetz Media Corp. for apporval of settlement agreement; dismissed with prejudice app.'s of Community and Kravetz; conditionally granted Broadcast Data's app. for new MDS at Bangor, and terminated proceeding. (CC 83-811-812; 814). Order adopted April 18.

Summary of broadcasting
as of February 29, 1984

Service	On Air	CP's	Total *
Commercial AM	4,740	170	4,910
Commercial FM	3,551	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,431	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	535	23	558
Commercial UHF TV	340	222	562
Educational VHF TV	111	3	114
Educational UHF TV	173	25	198
Total TV	1,159	273	1,452
VHF LPTV	192	74	266
UHF LPTV	71	136	207
Total LPTV	263	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Hagerstown, Md.—ALJ Joseph Chachkin Granted motion by Western Pennsylvania Christian Broadcasting Co. and dismissed with prejudice its app. for TV at Hagerstown. (MM 84-69-71). Order adopted April 24.

■ Maplewood, Minn.—Granted motion by Voyageur Broadcasting Co. for partial summary decision and resolved issue 1 in its favor. (MM 83-1356-1358). Order adopted April 20.

■ Bozeman, Mont.—ALJ James F. Tierney granted motion by Mayfish Corp. and dismissed with prejudice ita app. for for new FM at Bozeman. (MM 83-1281-1285). Order adopted April 19.

■ Lincoln, Neb.—ALJ Joseph Chachkin granted joint petition by Long-Pride Broadcasting Co. of Texas, Union College, Sioux Man Broadcasting Inc. and Mitchell Broadcasting Co. Inc. for approval of agreement; granted petitions of Long-Pride, Union and Sioux and dismissed with prejudice their app.'s; conditionally granted Mitchell's app. for TV at Bellevue, Neb., and terminated proceeding. (MM 83-1297-1300). MO&O adopted April 18.

Facilities changes

AM applications

Tendered

■ KAUL (1380 khz) North Little Rock, Ark.—Seeks CP to increase night power to 5 kw. App. April 26.

■ KEZY (1190 khz) Anaheim, Calif.—Seeks CP to increase power to day: 10 kw; night: 2.5 kw; change TL and make changes in ant. sys. App. April 27.

■ WCFB (1060 khz) Tupelo, Miss.—Seeks CP to change power to 1 kw. App. April 18.

■ WARR (1520 khz) Warrenton, N.C.—Seeks CP to increase power to 5 kw day. App. April 26.

■ WCHQ (1360 khz) Camuy, P.R.—Seeks CP to increase night power to 1 kw and change to DA-D. App. April 26.

■ WEEL (1310 khz) Fairfax, Va.—Seeks mod. of lic. to change SL. App. April 26.

Accepted

■ KHWY (1030 khz) Folsom, Calif.—Seeks MP to change TL. App. April 27.

■ KKBB (1090 khz) Aurora, Colo.—Seeks CP to make changes in ant. sys. App. April 27.

■ WVNF (1400 khz) Alphretta, Ga.—Seeks mod. of lic. to change SL. App. April 26.

■ KWPC (860 khz) Muscatine, Iowa—Seeks MP to make changes in ant. sys. App. April 23.

■ KIUL (1240 khz) Garden City, Kans.—Seeks CP to increase night RMS. App. April 23.

■ WCSY (940 khz) South Haven, Mich.—Seeks CP to change TL. App. April 27.

■ KOAW (1490 khz) Ruidoso Downs, N.M.—Seeks CP to make changes in ant. sys. App. April 23.

FM applications

Tendered

■ WHOO-FM (96.5 mhz) Orlando, Fla.—Seeks CP to change TL; change HAAT to 1,563 ft. and make changes in ant. sys. App. April 26.

■ KNDY-FM (103.1 mhz) Marysville, Kans.—Seeks CP to change TL; change HAAT to 289.09 ft and make changes in ant. sys. App. April 26.

■ WDCL (89.7 mhz) Somerset, Ky.—Seeks mod. of CP to change ERP to 100 kw and change HAAT to 570 ft. App. April 26

■ KROK (94.5 mhz) Shreveport, La.—Seeks CP to change TL; change HAAT to 1,000 ft.; install new trans. and make changes in ant. sys. App. April 27.

■ *WBFH (88.1 mhz) Bloomfield Hills, Minn.—Seeks CP to change freq. to 91.3 mhz; change ERP to .1 kw; change HAAT to 175 ft. and make changes in ant. sys. App. April 27

■ WMCH (91.7 mhz) St. Paul, Minn.—Seeks CP to change freq. to 104.9 mhz; change ERP to .0076 kw; change HAAT to 136 ft. App. April 27.

■ KTTS-FM (94.7 mhz) Springfield, Mo.—Seeks CP to change TL; change HAAT to 1,172 ft. and make changes in ant. sys. App. April 27.

■ KLFN-FM (100.9 mhz) Baker, Mont.—Seeks mod. of CP to change TL; change HAAT to 422 ft. and make changes in ant. sys. App. April 26.

The Fifth Estate

Broadcasting May 14

1983
Television
Individual Achievement Award
News Reporting
Arnie Cantu
Jim Moore
Austin Anderson
KPRC TV Houston

1983
Television
Individual Achievement Award
Feature Reporting
Dan O'Rourke
Jerry Hattan
Bill Doerr
KPRC TV Houston

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KPRC TV HOUSTON

Petry Television, Inc., National Representatives, NBC Affiliate.

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53d Year 1984

Networks' first cut for fall □ Tools of the trade: NAB review

Vol. 106 No. 20

Broadcasting May 14

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Revived hopes for House deregulation
Coverage of ABC affiliates meeting

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STEP ONE □ FCC approves STC's application for two birds, orbital slot for eastern feed. **PAGE 39.**

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he said. Keever qualified the concern over the flat rate of packaged goods buys, noting that reductions by Procter & Gamble and General Foods "distort the numbers," although their lead in committing more dollars to the syndication market has and will continue to inspire others to follow, he said.

Keever said that officially, ABC's experiment with the split-30 market is due to terminate at the end of the year, although it will most likely be extended if advertisers require it. He said more and more advertisers were putting pressure on their agencies to develop split-30 spots, although such spots now account for only 2%-3% of network business.

Pierce, Thomopoulos, Duffy, Erlicht, Stoddard, Spence and Polevoy Run Through Business, Programing and Promotion

In remarks to affiliates last week, ABC President Frederick Pierce outlined the company's three-pronged business strategy: 1) to divest of businesses not "complementary" to basic goals, such as the recent sale of its leisure parks; 2) to focus attention on businesses that fit the framework of the company's "general expertise," as in the recent acquisition of ESPN, and 3) to "better control our environment by expanding our own television production." By far the most visible example of ABC's thrust in the last direction was the announcement that ABC Circle Films acquired the rights from Paramount to produce the *Winds of War* sequel, *War and Remembrance*. It will be produced in the form of a 20-hour mini-series, probably at a cost of more than $50 million, for airing in three or four years. "We feel this last activ-

ABC makes it three in a row

ABC racked up its third consecutive win in the rerun season, beating competitor CBS by three-tenths of a rating pint and leading NBC by 1.2 points. However, ABC's win was substantially lower than the 1.1 rating point lead it had over CBS the week before and the half-rating point lead it had over second-place NBC two weeks ago.

ABC was first in Nielsen's National Television Index with a 14.9 rating/25 share compared to runner-up CBS with a 14.6/24 and third place NBC with a 13.7/23. ABC won Wednesday, Saturday and Sunday nights, while CBS won Thursday and Friday and NBC—boosted by a repeat of its made-for-television movie *Adam*—won Monday and, as usual, Tuesday nights. ABC came in second on Tuesday and Friday nights, while CBS had a second-place showing on Monday and Saturday nights, and NBC was second on Wednesday, Thursday and Sunday. CBS came in third on Tuesday, Wednesday and Sunday—its first Sunday night loss since the week ending Feb. 5.

Three of the top ten shows belonged to ABC, compared to four CBS and three for NBC. The first episode of ***V: Final Battle*** on NBC (20.7/32) was the fifth-ranked show of the week, while NBC's *Adam* (19.6/31) ranked sixth and the first part of ABC's *The Last Days of Pompeii* (19.6/31) came in seventh.

Highlights of the week, night by night:

- NBC took Monday night, pushing CBS back to an unusual second place with its normal schedule. NBC averaged an 18 rating for the evening, helped largely by the repeat of *Adam*. ABC finished a poor third for the night—its *Monday Night Movie* theatrical "Players," rated nearly 40% below the average rating for *Monday Night Movie* this season.
- Tuesday easily went to NBC with its regular lineup of ***A-Team, Riptide*** and ***Remington Steele***, averaging a 15.7 rating. The sixth broadcast of CBS's *American Parade*, in the 8-9 period, averaged a 9.8 rating, its lowest since premiering on March 27. But despite NBC's nightly win, ABC held the 9-10 period with repeats of *Three's Company* and *Oh Madeline*.
- ABC easily won every period Wednesday night with its regular action/adventure/drama lineup of ***Fall Guy, Dynasty*** and ***Hotel*** delivering the network an average rating of 21.7 for the night and a 35.5 share. Both ***Dynasty*** and ***Hotel*** outperformed their season averages. The broadcast network premiere of the theatrical "Being There," starring Peter Sellers, averaged only a 10/16 and was 56 out of 65 ranked shows for the week. It performed 22% under the ***Wednesday Night Movie's*** 29-week 83-84 season average.
- Despite two-thirds of CBS's schedule being interrupted for a special, ***Country Comes Home***, the network still won the night with an average 17.4/27. ABC's annual ***Battle of the Network Stars*** averaged a 13/21 in the 8-10 period, significantly lower than its broadcast exactly one year earlier, when it averaged 17.9/29. NBC's regular lineup put it into second place with an average 13.9/22.1.
- CBS glided into first place on Friday night with a 7.3 rating point lead over runner up ABC, although ABC dominated the 8-9 period with original episodes of ***Benson*** and ***Webster*** against a repeat of ***Dukes of Hazzard*** on CBS. A special two-hour repeat of ***Knight Rider*** (9-11) averaged 7.7/13 and knocked NBC's nightly average down to an 8.3 rating—its third worst Friday night performance in the past 32 weeks and its lowest rating since the week ending March 11.
- ABC captured its traditional lead on Saturday night with an average 14.3 rating, realized in part by a special two-hour episode of ***Love Boat***, which ranked 19th for the week with an average 15.9 rating. CBS beat NBC by only two-tenths of a rating point. CBS's ***Saturday Night Movie***, a repeat of the theatrical "The Wiz," starring Diana Ross and Michael Jackson, averaged a 10.6 rating—nearly one-third below the average rating for CBS's ***Saturday Night Movie*** this past season.
- All three networks turned in strong performances Sunday night, but ABC's win with an average rating of 17.1 was based solely on the first part of ***The Last Days of Pompeii***, which averaged a 19.6/31 between 8-11. CBS's ***60 Minutes*** held its 7-9 franchise without fanfare, its rating double that of ABC's ***Ripley's Believe It Or Not*** or NBC's ***Animals Are The Funniest People*** which played opposite it. NBC's first part of ***V: The Final Battle***, averaged a 20.7 rating between 8-10.

Rank	Show	Network	Rating/Share
1.	Dynasty	ABC	25.2/38
2.	Dallas	CBS	23.8/40
3.	Hotel	ABC	22.4/38
4.	Falcon Crest	CBS	22.0/38
5.	V: Final Battle, Part I	NBC	20.7/32
6.	Adam	NBC	19.6/31
6.	Pompeii: Part I	ABC	19.6/31
8.	Cagney & Lacey	CBS	19.3/31
9.	60 Minutes	CBS	19.0/35
10.	A Team	NBC	18.6/31
11.	Magnum P.I.	CBS	18.3/30
12.	Fall Guy	ABC	17.6/30
13.	Hill Street Blues	NBC	17.4/28
14.	Three's Company	ABC	17.4/27
15.	Country Comes Home	CBS	16.9/26
16.	Kate & Allie	CBS	16.8/26
17.	Trapper John, M.D.	CBS	16.4/27
18.	Newhart	CBS	16.3/25
19.	Love Boat	ABC	15.9/29
20.	Oh Madeline	ABC	15.5/24
21.	Webster	ABC	15.4/28
22.	Scarecrow & Mrs. King	CBS	15.3/25
23.	Alice	CBS	15.1/22
24.	Facts of Life	NBC	15.0/23
25.	TV's Bloopers, Practical Jokes	NBC	14.9/24
26.	You Are the Jury	NBC	14.8/24
26.	20/20	ABC	14.8/24
28.	Jeffersons	CBS	14.8/22
29.	Riptide	NBC	14.6/22
30.	Double Trouble	NBC	14.0/21
31.	Remington Steele	NBC	13.9/23
32.	Cheers	NBC	13.9/21
33.	Hart To Hart	ABC	13.7/23
34.	Benson	ABC	13.3/25
35.	All Night Long	CBS	13.2/21
36.	Battle of Newtork Stars	ABC	13.0/21
37.	AfterMash	CBS	12.6/21
38.	St. Elsewhere	NBC	12.5/21
39	One Day At A Time	CBS	12.4/21
40.	Gimme A Break	NBC	12.2/21
41.	Real People	NBC	12.1/20
42.	Dukes of Hazzard	CBS	11.8/22
43.	Four Seasons	CBS	11.8/19
44.	Foulups, Bleeps & Blunders	ABC	11.7/20
45.	Happy Days	ABC	11.7/19
46.	Duck Factory	NBC	11.4/17
47.	Matt Houston	ABC	11.3/20
48.	Family Ties	NBC	11.3/18
48.	Players	ABC	11.3/18
50.	T.J. Hooker	ABC	11.2/22
51.	Diff'rent Strokes	NBC	10.8/22
52.	The Wiz	CBS	10.6/20
53.	Mama's Family	NBC	10.6/18
54.	People Are Funny	NBC	10.3/19
55.	That's Incredible	ABC	10.1/17
56.	Being There	CBS	10.0/16
57.	Blue Thunder	ABC	9.9/17
58.	American Parade	CBS	9.8/16
59.	Yellow Rose	NBC	9.7/18
60.	Jennifer Slept Here	NBC	9.6/19
61.	Master	NBC	9.5/17
62.	Ripley's Believe It Or Not	ABC	9.4/17
63.	Bugs Bunny Special	CBS	9.0/19
64.	Knight Rider	NBC	7.7/13
65.	Animals are Funniest People	NBC	6.8/13

*indicates premiere episode

capital to be tied up for an indefinite period, and increased overhead in the Laurel operation over the past year.

"Our consulting business remains 'alive and well', but it will now be centralized out of our headquarters in Pebble Beach," Hiber said. He noted that most of the clients he will retain or take on will be closer to his California offices. "This move also will allow me to have more 'hands-on' involvement with clients."

Hiber said that John Patton, the company's new senior vice president ("Riding Gain," March 12), will continue to market and sell the firm's services from his office in Tenafly, N.J., where he runs Patton Management.

Looking ahead

Tom Birch, president of Birch Radio, said he will be looking into a seven-day week telephone recall methodology similar to the one employed by RADAR—Statistical Research Inc.'s radio network-rating service. But Birch stressed that this technique is a "long-range" possibility. Currently, the company employs a one-day, per week, per month, telephone recall methodology.

Political programing

Mutual Broadcasting recently launched two new political series: *Face-Off* is a two-minute weekday program featuring Senators Edward Kennedy (D-Mass.) and Robert Dole (R-Kan.) debating current issues; *Mark Shields' Campaign Trail* is a two-and-a-half-minute weekday series featuring nationally syndicated columnist and political commentator Mark Shields's comments on the 1984 presidential race. *Face-Off*, produced by The Broadcast Group, has cleared approximately 200 markets, while Shields' program, sponsored by LTV Corp., is being fed to more than 150 stations twice each day during afternoon drive-time and evening hours.

Partners. Celebrating the signing of WGN(AM) Chicago to the ABC Information Network, effective July 27 (BROADCASTING, May 7), are (l-r): Dan Fabian, WGN program director; Bob Benson, ABC Radio Networks vice president/senior executive; Wayne Vriesman, WGN vice president/general manager; Stuart Krane, director, ABC Information; Kelly Seaton, WGN general sales manager, and John Axten, vice president, ABC Radio Networks.
WGN had formerly been an independent station.

Simulcaster

Westwood One, Culver City, Calif.-based radio program supplier, plans to simulcast, along with Home Box Office, a one-hour Linda Ronstadt concert on May 27. The company will also air the audio portion of a one-hour recorded live Stevie Wonder concert that will be seen on Showtime June 18.

In addition, Westwood One will be offering stations both English and Spanish broadcasts of the Marvin Hagler vs. Mustafa Hamasha fight live from Las Vegas on July 20 at 8 p.m. NYT. All the events, according to Westwood President Norm Pattiz, will be delivered via satellite over Satcom I-R.

More than Mecca

The World of Islam, a new 13-part series presented by National Public Radio, will begin in June. The half-hour programs, recorded in 15 countries around the globe, examine the social, political and religious foundation of Muslim culture, the role of Muslim women today, Islamic art and the Black Muslim movement in the United States. Peter Jennings, ABC News anchor, will introduce each segment. Major funding was provided by the National Endowment for the Humanities.

Orange consultant

Orange Productions, Narbeth, Pa.-based producer and syndicator of *The Sounds of Sinatra*, a three-hour weekly broadcast, has signed programing consultant Peter Salant to a long-term agreement. Before launching his own consultancy firm last year, Salant served as director of operations and programing for NBC's WYNY(FM) New York.

Spot Radio Expenditures

March money. National spot radio billings for March climbed 6.7% from a year earlier to $58,038,300 ("Closed Circuit," April 30), resulting in a 4.6% rise in spot business for the first quarter, according to data released by Radio Expenditure Reports Inc., Larchmont, N.Y. For the year-to-date, the top 10 markets are down 3.2% from the same period last year. Only three of the 10 registered increases: Washington, up 6.7%; Dallas-Fort Worth, up 6.5%, and Philadelphia, up 0.9%. The top 10 markets, however, accounted for 51.6% of all ad expenditures in the top 50 markets. The chart below highlights year-to-date figures through March, compared to the same period in 1983, with the distribution of dollars broken down by market size.

	1984	**1983**	**%change**
January	39,953,400	39,173,600	+ 2.0
February	47,473,500	45,550,800	+ 4.2
March	58,038,300	54,401,900	+ 6.7
Total	145,465,200	139,126,300	+ 4.6
Market	**March 1984**	**March 1983**	**% change**
1-10	54,623,000	56,457,800	- 3.2
11-25	29,400,800	28,758,100	+ 2.2
26-50	21,872,200	19,457,300	+ 12.4
51 +	39,550,400	32,716,000	+ 20.9

Class C Preservation

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In contest

■ Wasilla, Ala.—ALJ Edward Luton granted joint motion of Snow Peak Limited Partnership and Mat-Su Broadcasting for approval of agreement; granted Snow Peak's app. for new FM at Wasilla; dismissed with prejudice Mat-Su's app. for same facility, and terminated proceeding. (MM 83-1341-1342). MO&O adopted April 26.

■ Kodiak, Alaska—ALJ Joseph P. Gonzales granted joint request of Peninsula Communications Inc. and Pillar Mountain Broadcasters Inc. for approval of settlement agreement; dismissed with prejudice Peninsula's app.; granted Pillar Mountain's app. for new FM at Kodiak, and terminated proceeding. (MM 84-166-167). MO&O adopted April 30.

■ San Jose, Calif.—ALJ Edward Luton granted joint request of Cellular Mobile Systems of California Inc. and McCaw/Intrastate Cellular Systems and dismissed with prejudice McCaw's app. for new cellular system on frequency block A at San Jose. (CC 83-476). MO&O adopted April 26.

■ Twaine Harte, Calif.—ALJ Edward Luton granted joint petition of Linda Susan Adams and Clear Mountain Air Broadcasting Co. for approval of agreement; granted Clear Mountain's app. for new FM on Channel 228A, and terminated proceeding. (MM 83-888-889). MO&O adopted April 25.

■ Largo, Fla.—ALJ Joseph P. Gonzales Granted motion by Largo Broadcasting Co. and Cornerstone Broadcasting Inc. for approval of settlement agreement and dismissed with prejudice Cornerstone's app. for new AM to operate on 830 khz at Plant City, Fla. (MM 83-1238-1244). MO&O adopted April 30.

■ Naples Park, Fla.—ALJ Edward Luton, on request of applicants, dismissed with prejudice app.'s of John Brown University, Raceway Broadcasting Corp. and Gulfside Communications Corp. (MM 83-1084-1091). Order adopted April 26.

■ Pontiac, Ill.—ALJ Edward Luton granted joint request of Retherford Publications Inc. and Woodrow D. Nelson for approval of agreement; dismissed with prejudice Retherford's app.; granted Nelson's app. for TV station at Pontiac; and, by separate action, granted motion by Nelson for limited summary decision and resolved air hazard issue in Nelson's favor. (MM 83-1390-1391). Orders adopted April 25.

■ Urbana, Ill.—ALJ Thomas B. Fitzpatrick granted joint request by Metro Program Network Inc. for for approval of settlement agreement; granted motion by Powell Broadcasting Co. for voluntary dismissal of app.; dismissed with prejudice Powell's app. for TV station to operate on ch. 27 at Urbana, and scheduled prehearing conference on air hazard issue for May 23. (MM 83-1311-1312). MO&O adopted April 30.

■ Ames, Iowa—ALJ Joseph Stirmer granted joint request of CMM Inc. and Metro Program Network Inc. for approval of agreement; dismissed with prejudice CMM's app. for TV station at Ames, and retained Metro Program's app. in hearing status. (MM 83-1163-1164). MO&O adopted April 30.

■ Cedar Rapids, Iowa—ALJ Joseph Stirmer granted joint request of Stanley G. Emert Jr. and Metro Program Network Inc. for approval of settlement agreement; dismissed Emert's app. for TV station at Cedar Rapids, and retained Metro Program's app. in hearing status. (MM 83-1368-1369). MO&O adopted April 26.

■ Hagerstown, Md.—ALJ Joseph Chachkin granted motion by Good Companion Broadcasting Co. and dismissed with prejudice app. of Retherford Publications Inc.; conditionally granted Good Companion's app. for TV station at Hagerstown, and terminated proceeding. (MM 84-69; 71). MO&O adopted April 30.

■ Denton and Justin, Tex.—ALJ Joseph P. Gonzalez granted petition by Denton FM Radio Ltd. and dismissed with prejudice its app. for new FM at Denton. (MM 84-92-97). Order adopted April 30.

■ San Angelo, Tex.—ALJ Joseph Chachkin granted motion by Torrey Mitchell and dismissed with prejudice his app. for new FM at San Angelo; and, by separate action, granted motion by San Angelo Media and dismissed with prejudice its app. for same facility. (MM 84-319-324). Order adopted April 30.

■ Wichita Falls, Tex.—ALJ Walter C. Miller granted joint request of Broadco Inc. and Wichita Falls Communications for approval of settlement agreement; dismissed with prejudice Broadco's app.; granted Wichita Falls' app. for new FM at Wichita Falls, and terminated proceeding. (MM 83-1210; 1212). MO&O adopted May 1.

■ Sequim and Oak Harbor, Wash.—ALJ Edward Luton granted motion by JSM Media and resolved air hazard issue in its favor. (MM 84-162-163). Order adopted April 6.

■ Milwaukee—ALJ Joseph Chachkin granted motion by Ebony Telecasters and dismissed with prejudice its app. for TV station. (MM 84-219-222; 224-230). Order adopted April 30.

Legal activities

■ New Haven, Conn.—New Haven Radio Inc. has appealed FCC's April 9 decision affirming grant of trustee in bankruptcy's app. for involuntary assignment of license for WNHC New Haven.

■ Wichita, Kan.—Greater Wichita Telecasting Inc. has requested review of FCC's March 15 decision, which found Columbia-Kansas TV Ltd. preferred applicant for new TV on ch. 24 at Wichita due to diversification of mass media interests.

■ FCC decision assigning licenses for seven Wometco stations to WBC Broadcasting Corp. and related companies has been appealed by Ferris E. Traylor and Irene V. Traylor.

■ Waco, Tex.—Heart O'Texas Broadcasting Inc. has appealed FCC's March 15 order that denied Heart reconsideration of action affirming grant of Central Texas Broadcasting Co. Ltd. app. for new UHF TV on ch. 25 at Waco.

Et cetera

■ FCC Commissioner James H. Quello issued statement of support for full First Amendment rights for electronic media. He endorsed Section 73.1910 of commission's rules and regulations concerning general fairness doctrine obligations of broadcast licensees, saying "This Commission has an obligation to continually re-explore—for both its own benefit and for the benefit of Congress—any doctrine that precludes full exercise of journalistic rights by the electronic media." Quello said burden of proof rests on those who seek to change status quo.

Facilities changes

AM applications

Accepted

■ WHOO (990 khz) Orlando, Fla.—Seeks CP to change hours of operation. Ann. May 4.

■ KNOC (1450 khz) Natchitoches, La.—Seeks CP to change TPO and make changes in ant. sys. App. May 9.

■ WBGR (860 khz) Baltimore—Seeks MP to make changes in ant. sys. App. May 8.

Summary of broadcasting
as of March 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,740	170	4,910
Commercial FM	3,551	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,431	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	535	23	558
Commercial UHF TV	340	222	562
Educational VHF TV	111	3	114
Educational UHF TV	173	25	198
Total TV	1,159	273	1,452
VHF LPTV	192	74	266
UHF LPTV	71	136	207
Total LPTV	263	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WTHU (1450 khz) Thurmont, Md.—Seeks CP to increase power from 100 w to 400 w-N. Ann. May 7.

■ WKIX (850 khz) Raleigh, N.C.—Seeks mod. of license to change SL and to operate trans. by remote control from proposed SL. Ann. May 4.

FM applications

Tendered

■ WDLA-FM (92.1 mhz) Walton, N.Y.—Seeks CP to change freq. to 94.9 mhz; ERP to 6 kw, and HAAT to 648 ft. Ann. May 4.

■ *WAUP (88.1 mhz) Akron, Ohio—Seeks CP to change HAAT to 803.4 ft.; change ERP to 3.28 kw and make changes in ant. sys. App. May 8.

■ KNGX-FM (91.3 mhz) Claremore, Okla.—Seeks CP to change ERP to 2.205 kw and change HAAT to 365 ft. App. May 8.

■ WMSS (91.1 mhz) Middletown, Pa.—Seeks CP to change HAAT to minus 88 ft.; change ERP to .649 kw and make changes in ant. sys. App. May 8.

■ WKZZ(FM) (100.1 mhz) Lynchburg, Va.—Seeks CP to change TL; change ERP to 0.420 kw; change HAAT to 647 ft., and make changes in ant. sys. Ann. May 4.

■ WHWB-FM (98.1 mhz) Rutland, Vt.—Seeks CP to change TL; change ERP to 1.175 kw; change HAAT to 2,561 ft., and make changes in ant. sys. Ann. May 4.

Accepted

■ *KNLB (91.1 mhz) Lake Havasu City, Ariz.—Seeks CP to change HAAT to 200 ft. App. May 9.

■ KEZY-FM (95.9 mhz) Anaheim, Calif.—Seeks CP to install aux. system. Ann. May 3.

■ KARZ (106.1 mhz) Burney, Calif.—Seeks mod. of CP to change TL; change HAAT to 1,977 ft. App. May 9.

■ *KDNK (90.5 mhz) Carbondale, Colo.—Seeks CP to construct new station TL; change ERP to 0.2179 kw, and change HAAT to minus 1129 ft. Ann. May 3.

■ *WLPJ (91.5 mhz) New Port Richey, Fla.—Seeks mod. of CP to reduce ant. height from 193 ft. to 148 ft.; change ERP to 2.748 kw, and substitute ant. Ann. May 3.

■ WQTU (102.3 mhz) Rome, Ga.—Seeks CP to change ERP to 0.44 kw and HAAT to 804 ft. Ann. May 7.

■ WCBW (104.9 mhz) Columbia, Ill.—Seeks CP to change ERP to 2.023 ft. Ann. May 3.

■ KLHI-FM (101.1 mhz) Lahaina, Hawaii—Seeks mod. of CP to change TL; change HAAT to 745 ft. and change ERP to 100 kw. App. May 9.

■ KBMJ (92.5 mhz) Phillipsburg, Kan.—Seeks mod. of CP to change HAAT to 149 ft. Ann. May 3.

■ WLJC (102.3 mhz) Beattyville, Ky.—Seeks CP to change TL; change ERP to 1 kw, and change HAAT to 520 ft. Ann. May 3.

■ WWKK (105.5 mhz) Fort Knox, Ky.—Seeks mod. of CP to change SL. Requests waiver of section 73.1125(B)(2) of rules. Ann. May 4.

■ WAUS (90.7 mhz) Berrien Springs, Mich.—Seeks CP to change HAAT to 495 ft. and change ERP to 50 kw. App. May 8.

■ WGUD (106.3 mhz) Pascagoula, Miss.—Seeks CP to change ERP to 2.65 kw and HAAT to 105 m. Ann. May 3.

■ WSUS (102.3 mhz) Franklin, N.J.—Seeks CP to change ERP to 0.592 kw. Ann. May 3.

■ WYNY (97.1 mhz) New York—Seeks CP to change ERP to 6.8 kw; change HAAT to 1,340 ft. and make changes in ant. sys. App. May 8.

■ WRCN-FM (103.9 mhz) Riverhead West Hampton Beach, N.Y.—Seeks CP to change ERP to 1.52 kw. Ann. May 3.

■ WNIR (100.1 mhz) Kent, Ohio—Seeks CP to change ERP to 3 kw and HAAT to 96.1 ft. Ann. May 4.

■ WRXZ (103.3 mhz) Kane, Pa.—Seeks mod. of CP to change TL and change HAAT top 240 ft. Ann. May 3.

■ WXTC (96.9 mhz) Charleston, S.C.—Seeks mod. of lic. to install new trans. system. App. May 8.

■ New (101.7 mhz) Giddings, Tex.—Seeks mod. of CP to change TL; change HAAT to 100 m.; move studio outside community of license, and change trans., transmission line and ant. Ann. May 4.

■ WANV-FM (99.7 mhz) Staunton, Va.—Seeks mod. of CP to change ERP to 1.3 kw. Ann. May 3.

■ KRAB FM (107.7 mhz) Seattle—Seeks CP to change

The Fifth Estate

Broadcasting May 21

Want the Facts?
Here are the Figures.

CASHBOX
R&R
RADIO & RECORDS
Billboard
HOT 100
68.7%

ASCAP MUSIC AVERAGED 68.7% OF THE TOP POP CHARTS FOR 1983.

70 ascap

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Who Makes What in the Fifth Estate □ The Valenti Story

Vol. 106 No. 21

Broadcasting ▪ May 21

Politicians feud over House TV coverage
A look at the top moneymakers in the Fifth Estate
A closeup of MPAA's Jack Valenti

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Keeping up with the Dillers

That's the current standard of affluence among the hired hands at public companies involved in broadcasting, show business, cable and others of the allied arts; they're staying ahead of inflation

In 1983, the Fifth Estate boasted four executives whose salaries topped one million dollars a year. (Barry Diller, president of Gulf + Western's entertainment and communications group, headed that elite at $1,666,136). Another 44 officers earned at least half a million dollars, while the median cash compensation of 174 executives surveyed by BROADCASTING was $339,500. For the 57 executives who held the same posts five years ago, the increase in their cash compensation over that period averaged about 75%.

Those are just some of the findings of a BROADCASTING survey of contemporary executive compensation. The data was culled from the proxy statements (and in some cases 10K financial reports) of over 60 publicly traded companies taken from BROADCASTING's stock index.

Sometimes that text can provide interesting stories about the way corporations pay their executives. For example, MCA's proxy notes that in 1983 "the company agreed to expend approximately $450,000 for the construction of a conference and meeting room, with appropriate furnishings, fixtures and equipment . . . at Mr. [Sid] Sheinberg's residence in Beverly Hills, Calif." The paragraph goes on to explain that the room will actually be owned by MCA and describes how the company should be reimbursed should Sheinberg—MCA's president and chief operating officer—want to purchase the room, leave the company or sell the house.

Most of the text in a proxy statement that follows the list of the five highest paid executives (the only officers whose compensation must be reported) is devoted to in-depth explanations of special employment agreements with executive officers, retirement benefits and stock options. Stock options granted an executive over a period of years can often be sold all at once.

The exercise of stock options, usually done only intermittently, has not been included in the BROADCASTING survey, which contains cash compensation, primarily salaries and bonuses. Often bonuses are deferred or translated into stock or other noncash compensation.

Three top officers who exercized their options were Capital Cities Communications executives Thomas S. Murphy, Daniel B. Burke and Joseph P. Dougherty, who took advantage of the continued strong showing of their company's stock during calendar 1983. When Murphy, chairman of the board and chief executive officer, sold his stock, he received $5,603,437 more than it was worth when he obtained it. For Burke, president and chief operating officer, the gain was $3,894,469, and for Dougherty, executive vice president and president of the broadcasting division, the increase was $2,156,450.

Bonuses, based on overall company performance or improvement in a group within a company, can explain big differences among officers, or between the compensation received from one year to another. As an example, the proxy statement for CBS shows that the top-paid executive at CBS was not the chairman, president and chief executive officer, Thomas H. Wyman (at $856,308), but rather Walter R. Yetnikoff, vice president and president of the CBS/Records Group, who received $1,049,577. Of Yetnikoff's cash compensation, $321,577 was salary, and $728,000 was a bonus, "based upon pre-tax profits for a contract year of the CBS/Records Group"—read Michael Jackson's "Thriller."

Another striking example of how a bonus plan, based on a company's performance, can affect compensation is Steven J. Ross, Warner Communications Inc. chairman and chief executive officer. Ross, whose salary has remained the same for the past five years, saw his total compensation plunge from $3,865,809 in 1979 to $350,000 in 1983, reflecting poor performance by the company's Atari video game unit which contributed to Warner's $418,803,000 net loss that year.

A very few companies have not yet released proxy statements for 1983, including Metromedia. (In 1982, however, Chairman John Kluge earned $973,562; George Duncan, senior vice president, operations, $421,667; Stuart Subotnick, senior vice president, finance/treasurer, $434,432; Robert M. Bennett, senior vice president, TV broadcasting and production, $311,950, and Ross Barrett, senior vice president, $222,357.)

Salaries of executives who retired near or at the end of 1983 have been included. They include Elton Rule, former vice chairman of the board of ABC, and Clifford M. Kirtland Jr., former chairman, Cox Communications Inc. □

Payday pacesetters of the Fifth Estate

The following is BROADCASTING's compilation of total 1983 compensation to executives at publicly traded companies in the Fifth Estate. The list is restricted to those receiving top compensation at each company as reported in 10-K filings with the Securities and Exchange Commission. Also, for those who held the same position five years ago, 1979 compensation and the percent change is given.

	1983 earnings	1979 earnings	% change
Barry Diller *(President, Gulf + Western entertainment/communications group)*	*$1,666,136*		
Arthur C. Nielsen Jr. *(Chairman/CEO, A. C. Nielsen Co.)*	*1,166,314*	*$492,014*	*+ 137.05*
John F. Welch Jr. *(Chairman/CEO, General Electric Co.)*	*1,158,156*		
Allen H. Neuharth *(Chairman/CEO, Gannett)*	*1,137,500*		
R. E. Kirby *(Chairman/CEO, Westinghouse Electric)*	*959,484*	*541,660*	*+ 77.14*
Marvin Josephson *(Chairman, Josephson International Inc.)*	*924,000*		
Frank Rothman *(Chairman/CEO, MGM/UA)*	*898,358*		
Frank G. Hickey *(Chairman/president/CEO, General Instrument)*	*864,425*	*451,661*	*+ 91.39*
Leonard H. Goldenson *(Chairman, American Broadcasting Companies Inc.)*	*863,230*	*750,000*	*+ 15.10*
Thomas Wyman *(Chairman/president/CEO, CBS Inc.)*	*856,308*		
Edward E. Hood Jr. *(Vice chairman/executive officer, General Electric Co.)*	*829,250*		
John F. Burlingame *(Vice chairman/executive officer, General Electric Co.)*	*829,250*		
Thornton F. Bradshaw *(President/COO, RCA Corp.)*	*826,000*		
N. Eugene Harden *(President/COO, A. C. Nielsen Co.)*	*812,129*	*326,648*	*+ 148.63*
Arthur Ochs Sulzberger *(Chairman/CEO/publisher, New York Times Co.)*	*779,381*		
Elton H. Rule *(Vice chairman, American Broadcasting Companies Inc.)*	*775,327*		
D. D. Danforth *(Vice chairman/COO, Westinghouse Electric)*	*734,996*	*422,494*	*+ 73.97*
Frederick S. Pierce *(President, American Broadcasting Companies Inc.)*	*734,846*		

	1983 earnings	1979 earnings	% change
Colby Chandler *(Chairman/CEO, Eastman Kodak [since July 1])*	*729,004*	*383,021*	*+90.33*
J. Richard Munro *(President/CEO, Time Inc.)*	*720 027*		
William J. Weisz *(Vice chairman/COO, Motorola)*	*708,000*	*453,200*	*+56.22*
Otis Chandler *(Chairman/editor-in-chief, Times Mirror Co.)*	*674,136*		
Robert F. Erburu *(President/CEO, Times Mirror Co.)*	*674,136*		
Lewis W. Lehr *(Chairman/CEO, 3M)*	*653,060*		
J. A. Boyd *(Chairman/CEO, Harris Corp.)*	*650,843*	*452,084*	*+43.97*
Merv Adelson *(Chairman, Lorimar)*	*650,000*		
Lee Rich *(President, Lorimar)*	*650,000*		
Donald Pels *(Chairman, LIN Broadcasting Corp.)*	*610,000*	*390,000*	*+56.41*
Gene Jankowski *(VP, CBS Inc. and president, CBS/Broadcast Group)*	*600,058*	*363,309*	*+65.16*
Walter Fallon *(Chairman/CEO, Eastman Kodak [until July 1])*	*596,391*	*558,389*	*+6.81*
A.H. Chapman Jr. *(Chairman/CEO, Knight-Ridder)*	*594,500*		
John F. Mitchell *(President/assistant COO, Motorola)*	*586,000*	*356,400*	*+64.42*
Martin S. Davis *(Vice chairman/CEO, Gulf + Western)*	*584,699*		
Herbert J. Siegel *(Chairman/CEO, Chris-Craft)*	*581,772*	*339,535*	*+71.34*
Walter E. Mattson *(President/COO, New York Times)*	*574,924*		
Robert G. Marbut *(President/CEO, Harte-Hanks Communications)*	*562,088*	*367,650*	*+52.89*
Don Johnston *(Chairman/CEO, JWT Group)*	*561,500*	*300,000*	*+87.17*
Allen Rosenshine *(Chairman/CEO, BBDO Inc.)*	*558,125*		
T. J. Murrin *(President, energy/advanced technology group, Westinghouse Electric)*	*554,166*	*348,750*	*+58.90*
Robert W. Galvin *(Chairman/CEO, Motorola)*	*550,000*	*125,000*	*+340.00*
Warren Phillips *(Chairman/CEO, Dow Jones & Co.)*	*549 680*	*339,532*	*+61.89*
Gerald M. Levin *(Executive VP, Time Inc.)*	*527,150*		
Robert R. Frederick *(President/COO, RCA Corp.)*	*525,000*		
Katharine Graham *(Chairman, Washington Post Co.)*	*514,344*	*371,700*	*+38.38*
J. C. Marous *(President, industries/international group, Westinghouse Electric)*	*511,249*		
William A. Schwartz *(President/CEO, Cox Communications)*	*510,000*		
Sydney Jay Sheinberg *(President/COO/executive committee member, MCA Inc.)*	*500,000*	*330,000*	*+51.52*
O. Wayne Rollins *(Chairman, Rollins Inc.)*	*500,000*		
L. W. Yochum *(Senior executive VP, finance, Westinghouse Electric)*	*493,327*		
Joseph L. Dionne *(President/CEO, McGraw-Hill)*	*491,304*		
Douglas H. McCorkindale *(Vice chairman/chief financial officer, Gannett)*	*490,000*		
N. J. Nicholas Jr. *(Executive VP/chief financial officer, Time Inc.)*	*488,900*		
Stanton R. Cook *(President/CEO, Tribune Co.)*	*488,543*		
Robert A. Burnett *(President/CEO, Meredith Corp.)*	*487,525*	*293,320*	*+66.21*
Joseph V. Charyk *(President/CEO, Comsat)*	*485,769*		
Thomas S. Murphy *(Chairman/CEO, Capital Cities Communications)*	*480,000*	*345,000*	*+39.13*
Roy H. Park *(Chairman/president/CEO, Park Communications)*	*475,313*		
Ralph Baruch *(Chairman, Viacom International)*	*475,000*	*250,000*	*+90.00*
Richard D. Simmons *(President, Washington Post Co.)*	*473,469*		
Alan S. Donnahoe *(Vice chairman/CEO, Media General Inc.)*	*460,000*		
J. T. Hartley *(President/COO, Harris Corp.)*	*459,739*		
Toy Reid *(Executive VP, Eastman Kodak)*	*458,382*		
James A. Thwaits *(President, international operations/corporate staff services, 3M)*	*458,200*		
Daniel B. Burke *(President/COO, Capital Cities Communications)*	*455,000*	*319,000*	*+42.63*
Thomas Clark *(President/COO, BBDO Inc.)*	*450,725*		
Larry D. Franklin *(Executive VP, Harte-Hanks Communications)*	*449,269*		
Richard W. Miller *(Executive VP/chief financial officer, RCA)*	*447,500*		
James M. Moroney Jr. *(President/CEO, A.H. Belo)*	*445,200*		
Denis Lanigan *(Vice chairman/COO, JWT Group)*	*431,500*		
E. Cardon Walker *(Chairman, Walt Disney Productions)*	*430,658*		
Terrence Elkes *(President, Viacom)*	*426,154*	*200,000*	*+113.08*
Joel Chaseman *(President, Post-Newsweek Stations)*	*421,987*	*293,386*	*+43.83*
Charles S. Mechem Jr. *(Chairman/CEO, Taft Broadcasting)*	*409,901*	*204,244*	*+100.69*
Jack W. Fritz *(President/CEO, John Blair & Co.)*	*406,492*	*220,000*	*+84.77*
Ray Shaw *(President/COO, Dow Jones & Co.)*	*401,322*	*231,156*	*+73.62*
R. Randall Rollins *(President, Rollins Inc.)*	*400,000*	*200,000*	*+100.00*
Milton Maltz *(Chairman/CEO, Malrite Communications Group Inc.)*	*400,000*		
Neil Austrian *(President/CEO, Doyle Dane Bernbach, last week named chairman/CEO of Showtime/The Movie Channel [see page 37])*	*380,288*	*217,500*	*+74.85*
Lloyd G. Schermer *(President, Lee Enterprises)*	*373,150*	*215,436*	*+73.21*
Norman W. Brown *(President/CEO, Foote, Cone & Belding)*	*372,500*		
Lawrence R. Barnett *(Executive VP, Chris-Craft)*	*371,705*	*195,528*	*+90.10*
Ted Turner *(Chairman/president, Turner Broadcasting)*	*366,700*	*287,000*	*+27.77*

	1983 earnings	1979 earnings	% change
John W. Goddard *(Senior VP, Viacom International and president, Viacom Cable)*	366,489		
Clifford M. Kirtland *(Chairman, Cox Communications)*	357,750		
Jerry K. Pearlman *(President/CEO, Zenith Electronics Corp.)*	350,250	141,100	+148.23
Steven J. Ross *(Chairman/CEO, Warner Communications)*	350,000	3,865,809	-90.95
James K. Batten *(President, Knight-Ridder)*	339,500		
Walter C. Fisher *(Chairman, Zenith Electronics Corp.)*	333,000		
Ward L. Huey Jr. *(CEO, Belo Broadcasting Corp.)*	331,027		
Joseph P. Dougherty *(Executive VP, Capital Cities Communications)*	330,000	225,000	+46.67
Everitt A. Carter *(Chairman/CEO, Oak Industries)*	324,665	227,083	+42.97
Karl H. Horn *(Executive VP/group executive, Zenith Electronics Corp.)*	323,833	175,050	+84.99
Frank Yablans *(Vice chairman/COO, MGM/UA)*	322,193		
Peter Storer *(Chairman/CEO, Storer Communications Inc.)*	320,000		
Earl Wantland *(President/CEO, Tektronix)*	319,605	158,605	+101.51
Kenneth F. Gorman *(Executive VP, Viacom)*	319,327		
Ronald W. Miller *(President/CEO, Walt Disney Productions)*	315,728		
Wilson C. Wearn *(Chairman/CEO, Multimedia Inc.)*	315,000		
Arthur Krim *(Chairman, Orion Pictures Corp.)*	311,000		
Eric Plescow *(President, Orion Pictures Corp.)*	311,000		
Irving Goldstein *(President, Comsat)*	310,769		
Allen F. Jacobson *(Executive VP, industrial/consumer sector, 3M)*	310,316		
James S. Evans *(President/COO, Media General Inc.)*	303,336		
John H. Massey *(President, Gulf Broadcasting Co.)*	300,000		
Robert B. Hansen *(Executive VP/group executive, Zenith Electronics Corp.)*	299,833		
Joseph Daily *(Chairman/CEO, Doyle Dane Bernbach)*	294,808	278,365	+5.91
James E. Conley *(President, Meredith Broadcasting)*	294,552	185,741	+58.58
Sid Topol *(Chairman/CEO, Scientific-Atlanta)*	289,284	157,231	+83.99
Harry B. Smart *(Chairman/CEO, Blair Television)*	286,086	145,000	+97.30
Bob Magness *(Chairman, Tele-Communications Inc.)*	280,000	92,000	+204.35
John C. Malone *(President, Tele-Communications Inc.)*	280,000	91,500	+206.01
John E. O'Toole *(Chairman, Foote, Cone & Belding)*	280,000	252,117	+11.05
Terry Lee *(President/COO, Storer Communications Inc.)*	280,000		
Dudley S. Taft *(President, Taft Broadcasting)*	279,491	140,985	+98.24
Marvin G. Schorr *(Chairman/president, Tech-Operations Inc.)*	279,250		
William Walker *(Executive VP/COO, Tektronix)*	278,873		
Carl E. Hirsch *(President/COO, Malrite Communications)*	274,038		
Robert W. Decherd *(Executive VP, A.H. Belo Corp.)*	272,600		
John J. Lynch *(President/CEO, Adams-Russell)*	271,929		
William O. Taylor *(Chairman/CEO, Affiliated Publications)*	269,278		
A.J. Gillen *(Senior VP, member of executive committee, Knight-Ridder)*	260,114		
Walter E. Bartlett *(President/COO, Multimedia Broadcasting)*	253,210		
James Hoak *(President/CEO, Heritage Communications)*	252,135		
Richard T. DiBona *(Chairman/president/CEO, M/A-COM Inc.)*	250,000		
Gene Schneider *(Chairman/CEO, United Cable TV)*	245,416		
Richard S. Bodman *(President, Satellite Television Corp.)*	240,000		
George M. Acker *(Chairman, Cable TV Industries)*	240,000		
David R. Van Valkenburg *(President, Cox Cable Communications)*	236,660		
Samuel J. Phillips *(Chairman, Acton Corp.)*	235,318		
Ro D. Grignon *(Executive VP, TV, Taft Broadcasting)*	232,319		
E. Blake Byrne *(Group VP, TV, LIN Broadcasting)*	230,000		
Carl N. Pehlke *(Chairman/president, Texscan)*	227,186		
James A. Luksch *(Executive VP/secretary/COO, Texscan)*	227,186		
John P. Giuggio *(President/COO, Affiliated Publications)*	221,267		
Leon Weissman *(Vice Chairman, Chyron)*	214,000	72,550	+194.97
Raymond W. Peirce *(President/COO, Oak Industries)*	213,264	146,643	+45.43
Ralph Roberts *(President, Comcast)*	209,586	117,100	+78.98
William G. Moll *(President, broadcasting/entertainment, Harte-Hanks)*	205,977		
James S. Cownie *(Executive VP, Heritage Communications)*	204,585		
Carl J. Wagner *(Executive VP, radio, Taft Broadcasting)*	203,148		
Alan Henry *(President, Gulf Broadcast Group)*	200,000		
Richard P. Verne *(Group VP, radio/radio common carrier, LIN Broadcasting)*	200,000		
Richard B. Belkin *(VP, broadcasting/corporate planning, Lee Enterprises)*	199,220		
Walter C. Fisher *(Chairman, Zenith Electronics Corp.)*	188,300		
Frank A. Brand *(Executive VP/COO, M/A-COM Inc.)*	186,875		
W. Hayne Hipp *(President/CEO, Liberty Corp.)*	184,667		
Frank A. Astrologes *(Executive VP/chief financial officer, Oak Industries)*	183,498	115,000	+59.56
George M. Phillips *(President, Acton Corp.)*	182,292		

	1983 earnings	1979 earnings	% change
Willem Velsink *(Group VP, Tektronix)*	*180,867*		
Michael J. Solomon *(Chairman/CEO, Telepictures)*	*170,000*		
Jack R. Kelly Jr. *(Executive VP/director, Scientific-Atlanta)*	*165,855*	*110,000*	*-50.77*
John H. Levergood *(President/COO, Scientific-Atlanta)*	*163,759*		
Thomas F. Burke *(Executive VP/treasurer, M/A-COM)*	*163,750*		
Lawrence Sutter *(Group VP, Tektronix)*	*155,947*		
Joseph L. Scheuer *(President, Chyron)*	*155,843*	*68,488*	*+127.55*
John Landis *(VP, Tektronix)*	*139,995*		
Harry Topliss Jr. *(Senior VP, finance/treasurer, Scientific-Atlanta)*	*139,964*		
Mark A. Engler *(President, Cable TV Industries)*	*130,000*		
Philip B. Arenson *(President/CEO, Orrox Corp.)*	*125,000*		
Jack N. Berkman *(Chairman/CEO, Associated Communications Corp.)*	*125,000*		
Julian Brodsky *(Senior VP/treasurer, Comcast)*	*123,300*	*68,300*	*+80.53*
David A. Eggers *(Secretary/general counsel, Scientific-Atlanta)*	*107,290*		
Robert Price *(President/CEO, Price Communications Corp.)*	*102,000*		
James R. Palmer *(Chairman/CEO, C-COR Electronics)*	*93,000*		
Robert J. Palle *(VP, Texscan)*	*90,180*		
Fred Vierra *(President/COO, United Cable TV)*	*88,527*		
Edgardo Carballo *(VP, Texscan)*	*82,751*		
James H. Gross *(President/treasurer, Gross Telecasting Inc.)*	*81,951*		
Donald L. Perris *(President, Scripps-Howard Broadcasting Co.)*	*80,849*	*182,720*	*-55.75*
Macon G. Patton *(Chairman, Cosmos Broadcasting/CEO, Cosmos/Liberty Corp.)*	*70,052*		
Stuart L. Dance *(VP, sales and marketing, C-COR Electronics)*	*67,590*		
J. Joseph Howe *(Senior VP, finance and treasurer, C-COR Electronics)*	*65,154*		
Allan J. Behr *(Executive VP, Orrox Corp.)*	*65,000*		
Thomas J. Bonomo *(President, Orion Broadcast Group)*	*60,675*		

Solution evolving to Canadian copyright problem

Delegations from U.S and northern neighbor meet in Ontario; Canada is moving toward providing payment for American TV signals retransmitted to cable systems; Mobilsat and ITU preparations also discussed

Canada appears to be moving, though at a measured pace, toward resolution of a problem with the U.S. that is a byproduct of communications satellite technology. Cancom—Canadian Satellite Communications Inc.—picks up signals of ABC, CBS, NBC and PBS and transmits them, for a fee, to cable systems in the sparsely settled areas of northern Canada, without paying a copyright fee. Canadian law does not require it. Aggravating the problem for the U.S. is that Cancom is considering transmitting the programs to American stations in Alaska, where transmission of network programs is delayed one day. But Canada is now looking down the road to the possibility of legislation that would assure the U.S. networks of copyright payments.

U.S. and Canadian officials discussed the copyright matter in Niagara on the Lake, Ont., last week, in the third in a series of meetings—stretching back over four years—on communications issues of mutual concern. For two days, the delegations covered a lengthy agenda. The U.S. delegation was headed by FCC Chairman Mark Fowler and included Diana Lady Dougan, State Department Coordinator for International Communication and Information, and David Markey, head of the National Telecommunications and Information Administration. The Canadian delegation was headed by the deputy minister of the Communications Department, Robert Rabinovitch.

The prospect that Canada would move toward a modification of its copyright law in an effort to meet American objections was indicted in a white paper the Canadian government submitted to the House of Commons on May 2. It expressed support for copyright protection of all primary transmissions, including pay television. As for whether programs retransmitted by cable television are entitled to copyright protection, the paper invited public comment, and said the Parliamentary Committee on Communications and Culture, with which the comments are to be filed, will hold hearings at a later time. Although the paper does not indicate the government's position, if any, on the issue, Canadian sources say it is unlikely the government would open the question to public debate if it did not intend to support such a proposal.

In Washington, a similar view is held. First, said one official, "they think it is a matter of fairness." He noted that U.S. law requires protection of Canadian copyright holders. But he also said that the U.S. is gaining some leverage, as Canadian producers find an increasingly lucrative market in the U.S: "We might take away the protection we now give the Canadians."

That was not the only item on the agenda involving transborder service. Another was the implementation—or lack thereof—of the exchange of letters between the governments of the two countries in 1982 providing for satellite transmission of business services between the U.S. and Canada. Thus far, the first operating agreement between the satellite carriers of the two countries remains to be negotiated. Discussions with members of both delegations indicated there was some confusion on the issue. One of the Americans said, "We were exploring the difficulties in reaching an agreement that would allow the service to begin." What are the difficulties? "It is not clear what the problem is," he said.

One of the major items on the agenda involved Canada's substantial interest in Mobilsat, a communications satellite that would be used to provide telephone service in remote areas. U.S. cooperation on the project is required, perhaps even on a joint-venture basis.

The FCC is expected to issue a notice of proposed rulemaking on the matter in the fall. One problem for the U.S. is that the service would operate in the 800 mhz band, which is regarded as a prime area of the spectrum. Terrestrial services now operate in it.

In other matters, the two sides discussed means of expediting Canadian type acceptance of American equipment—a slow process in Canada—and preparations the two countries have been making for International Telecommunication Union conferences on shortwave broadcasting and space services. In addition, Fowler briefed the Canadians on the deregulatory path the U.S. has been taking in telecommunications matters.

The increasing number of economic issues being discussed at the Niagara on the Lake meetings led to the suggstion that a second group be created. One would deal with purely economic matters, the other with trade and related issues. ☐

He will be followed by Raymond Timothy, who will outline the convention schedule, and then hand over the podium to Mapes, who will deliver a "state of the network" address.

The rest of Monday morning will be taken up with presentations by NBC News, daytime, late night, sports and children's departments. Brandon Tartikoff, president, NBC Entertainment, will report on late night programing, while Steve Sohmer, senior vice president, NBC Entertainment, will announce the new NBC daytime and children's programing lineup. He will be assisted by Brian Foss, vice president, daytime programs, and Phyllis Tucker Vinson, vice president, children's programs, both at NBC Entertainment.

Arthur Watson, president of NBC Sports, and Grossman will detail developments and upcoming events in their respective areas. The morning will close with a panel discussion by NBC News correspondents.

Monday afternoon is given over to a closed meeting with affiliates.

The prime time lineup will be presented Tuesday morning by Tartikoff. Afterward, Sohmer will preview the network's new promotion and advertising plans.

Mapes said the affiliates will also be briefed on two upcoming changes in NBC's daytime schedule. The first is the launching of a new daytime serial, *Santa Barbara*, scheduled to be introduced July 30 in the 3-4 p.m. slot. The second will be the introduction of a new half-hour game show, *Scrabble*, based on the board game of the same name, at 11:30 a.m., starting the first week of July. Mapes added that NBC probably will also schedule reruns this summer of at least one network comedy on the daytime schedule—as it traditionally does—in order "to pick up the kid audiences" that don't get to view the show during its regular-season run.

The NBC affiliates are an intensely loyal group—few express sharp criticism of their network, although many express a frustration with repeatedly being third in the overall ratings season after season. Not one of the affiliates canvassed said they knew of an NBC station that was ready to hand back its affiliation agreement. But the mood among affiliates, while optimistic, does not have the same elation it did this time last year. That might be because, in the words of one affiliate: "We're impatient. It's been a long time."

Satellite 'Exclusives.' Dr. Benjamin Spock, pediatrician, best-selling author and social activist, was at the Washington studios of the Local Program Network May 14 as the first of several prominent figures to be interviewed by teams of local station anchors live via satellite on the Local Program Network's series, ***One-On-One Exclusives***. The interviews were carried by 13 of the 23 LPN members and five stations taking the feed on a trial basis. LPN is a consortium of stations that exchange locally produced news stories via Westar IV. Subscribing stations may carry the one-hour program live or tape it for later airing. Others scheduled to be interviewed for the series include Defense Secretary Caspar Weinberger and New York Mayor Ed Koch.

ABC makes its four in a row; 'V' puts NBC in second

Helped by the final two episodes of its mini-series *V*, NBC beat CBS for the second time in the past four weeks. But the Nielsen prime time honors for the week ended May 13 went to ABC for the fourth consecutive week of the rerun season, delivering it an average 16.2 rating and 27 share compared to NBC's 15.3/26 and CBS's 14/24.

Only two regular series appeared in the top-five rated shows of the week—***Dynasty*** and ***Dallas***—while ***60 Minutes***, usually in the top 10, slipped to 19th and turned in its worst performance of the season with a 15.2/32.

ABC won Wednesday, Saturday and Sunday nights, while NBC led on Monday and Tuesday. CBS's only nightly win was Thursday. ABC came in second on Tuesday, Thursday and Friday, while CBS landed in second place on Monday and Saturday, and NBC on Wednesday and Sunday.

Four of the top 10 shows belonged to NBC and four belonged to ABC. CBS claimed two. Highlights of the week, night by night:

- NBC was the overwhelming leader Monday night, winning by 8.4 rating points over runner up CBS. NBC won each period of the night, with the second episode of *V* delivering 25.8/38, the second-highest rated show of the week. ABC and CBS finished in a virtual dead heat, with CBS winning the 8-9 p.m. period and taking 9-11 with the second episode of its mini-series, ***The Last Day of Pompeii***.
- NBC again took Tuesday with a strong ***A Team*** lead-in to the final episode of ***V***. ABC kept CBS in third place with a special one-hour episode of ***Happy Days*** at 8 p.m. and the final episode of ***The Last Days of Pompeii*** from 9 to 11 p.m.
- All three networks got off to a late ratings start Wednesday night because of President Ronald Reagan's televised address. But ABC won the night based on its regular lineup and CBS came in third. The ***CBS Wednesday Night Movie***, "Cowboy," averaged a 10.7/17 against NBC's 13 average rating of 13 for ***Real People, Facts of Life*** and ***St. Elsewhere***.
- CBS roared back to life Thursday night, principally on the strength of a repeat of a two-hour ***Magnum, P.I.*** movie, which averaged 16.8/29 and ranked 45th for the week. NBC won the 10 to 11 p.m. period, with an original episode of ***Hill Street Blues***.
- CBS took Friday by sweeping the 9 to 11 p.m. period with ***Dallas*** and ***Falcon Crest***. But ABC took the 8 to 9 p.m. period with repeats of ***Benson*** and ***Webster*** against a ***Disney Mother's Day Special*** on CBS and ***Master*** on NBC.
- ABC won Saturday night with its regular lineup, and a repeat of the ***CBS Saturday Night Movie***, "Hooper," was enough to overpower NBC's regular lineup and deliver that network into second place.
- It was the ABC made-for-television movie, ***The Dollmaker***, starring Jane Fonda, that delivered that network into first place Sunday night with an average 19.5 rating. ***Knight Rider*** and a made-for-television movie on NBC, ***Family Secrets***, were enough to squeak it into second place for the night, beating CBS's regular lineup by 0.3 rating points.

Rank	Show	Network	Rating/Share
1.	V: Final Battle, Part III	NBC	28.9/42
2.	V: The Final Battle, Part II	NBC	25.8/38
3.	Dynasty	ABC	25.7/38
4.	Dallas	CBS	24.4/43
5.	The Dollmaker	ABC	22.7/38
6.	Falcon Crest	CBS	22.3/39
7.	A Team	NBC	21.6/33
8.	Hotel	ABC	20.7/33
9.	TV's Bloopers, Practical Jokes	NBC	19.6/31
10.	Happy Days	ABC	19.0/29
11.	Hill Street Blues	NBC	17.0/28
12.	Magnum P.I.	CBS	16.8/29
13.	Last Days of Pompeii, Part III	ABC	16.7/24
14.	Simon & Simon	CBS	16.6/28
15.	Last Days of Pompeii, Part II	ABC	16.5/24
16.	Family Secrets	NBC*	15.6/25
17.	Cagney & Lacey	CBS	15.6/23
18.	Scarecrow & Mrs. King	CBS	15.4/24
19.	60 Minutes	CBS	15.2/32
20.	Love Boat	ABC	15.2/29
21.	Kate & Allie	CBS	15.1/21
22.	Where Are They Now?	ABC	15.0/24
23.	Fall Guy	ABC	14.9/25
24.	Newhart	CBS	14.6/21
25.	Fantasy Island	ABC	14.2/28
26.	TV's Game Show Moments	ABC	14.2/26
27.	20/20	ABC	14.1/24
28.	Facts of Life	NBC	14.0/21
29.	Knight Rider	NBC	13.7/25
30.	Webster	ABC	13.6/26
31.	Cheers	NBC	13.6/22
32.	A Caribbean Mystery	CBS	13.5/20
33.	Alice	CBS	13.4/21
34.	Trapper John, M.D.	CBS	12.7/21
35.	Jeffersons	CBS	12.6/20
36.	Real People	NBC	12.5/20
37.	Going Back Home	ABC	12.5/19
38.	St. Elsewhere	NBC	12.3/22
39.	Family Ties	NBC	11.8/21
40.	Benson	ABC	11.6/23
41.	Gimme A Break	NBC	11.5/22
42.	T.J. Hooker	ABC	11.3/23
43.	Matt Houston	ABC	11.3/20
44.	Hooper	CBS	10.7/21
45.	Cowboy	CBS	10.7/17
46.	American Parade	CBS	10.7/16
47.	Bugs Bunny Special	CBS	10.5/22
48.	Disney Special	CBS	10.5/21
49.	Jennifer Slept Here	NBC	10.4/21
50.	Duck Factory	NBC	10.3/17
51.	Blue Thunder	ABC	10.1/18
52.	Mama's Family	NBC	10.0/19
53.	People Are Funny	NBC	9.9/19
54.	Ripley's Believe It Or Not	ABC	9.7/21
55.	Diff'rent Strokes	NBC	9.7/20
56.	Master	NBC	9.5/19
57.	Yellow Rose	NBC	9.1/18
58.	AfterMash	CBS	8.3/16
59.	The Omen	NBC	8.2/14
60.	Four Seasons	CBS	7.9/14
61.	Doug Henning's World Of Magic	NBC	5.6/12

*indicates premiere episode

Ann. May 11.

■ WKDC (1530 khz) Elmhurst, Ill.—Seeks CP to construct new ant. and change TL and SL. Ann. May 14.

■ KKNX (1400 khz) Huntsville, Tex.—Seeks CP to make changes in ant. sys. and increase daytime power to 250 w. Ann. May 14.

■ WOGO (1170 khz) Hallie, Wis.—Seeks MP to change main studio SL. Requests waiver of section 73.1125 of rules. Ann. May 14.

FM applications

Tendered

■ WOOF-FM (99.7 mhz) Dothan, Ala.—Seeks CP to change TL and change HAAT to 986 ft. App. May 16.

■ KEZQ (10.3 mhz) Jacksonville, Ark.—Seeks mod. of CP to change TL; change HAAT to 439 ft. and make changes in ant. sys. App. May 16.

■ *KRTM (88.9 mhz) Temecula, Calif.—Seeks CP to change TL and SL; change HAAT to 914 ft., and make changes in ant. sys. Ann. May 11.

■ WSOR (95.3 mhz) Fort Myers, Fla.—Seeks CP to change HAAT to 330 ft. App. May 16.

■ WPLC (106.3 mhz) Marathon, Fla.—Seeks mod. of CP to change TL and change HAAT to 34.8 m. App. May 15.

■ WKLS-FM (96.1 mhz) Atlanta—Seeks CP to change HAAT to 968 ft. and make changes in ant. sys. App. May 15.

■ KDBH-FM (97.7 mhz) Natchitoches, La.—Seeks CP to change HAAT to 328 ft. MEA. Ann. May 11.

■ WKSQ (94.3 mhz) Ellsworth, Me.—Seeks CP to change TL; change ERP to 11.5 kw; change HAAT to 316 meters, and make changes in ant. sys. Ann. May 11.

■ New (107.1 mhz) Cadillac, Mich.—Seeks mod. of CP to change TL and change HAAT to 300 ft. App. May 15.

■ KEXL (106.7 mhz) Norfolk, Neb.—Seeks CP to change HAAT to 1,025 ft. App. May 15.

■ WHOH (106.3 mhz) Cadiz, Ohio—Seeks mod. of CP to change TL and change HAAT to 328 ft. App. May 15.

■ WZPR (100.3 mhz) Meadville, Pa.—Seeks CP to change ERP to 33.4 kw and change HAAT to 588 ft. App. May 15.

■ WLCQ (98.3 mhz) Clarksville, Va.—Seeks CP to increase HAAT to 300 ft. Ann. May 11.

■ WLDY-FM (92.7 mhz) Ladysmith, Wis.—Seeks mod. of CP to change HAAT to 391 ft. and change ERP to 1.7 kw. App. May 15.

Accepted

■ KQZE (95.7 mhz) St. Johns, Ariz.—Seeks mod. of CP to change ERP to 100 kw and HAAT to 1,763 ft. Ann. May 14.

■ KEKB (99.9 mhz) Fruita, Colo.—Seeks mod. of CP to change ERP to 79.4 kw. App. May 16.

■ WUFF-FM (92.1 mhz) Eastman, Ga.—Seeks CP to change ERP to 2.4 kw. App. May 16.

■ WNAP (93.1 mhz) Indianapolis—Seeks CP to change ant. from DA to non-DA. Ann. May 14.

■ KPNY (102.1 mhz) Alliance, Neb.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 159.1 meters. Ann. May 14.

■ KGAR (106.3 mhz) Mercedes, Tex.—Seeks mod. of CP to change ERP to .48 kw and change HAAT to 196.9 m. App. May 16.

TV application

Tendered

■ WOAC (ch. 67) Canton, Ohio—Seeks CP for maj. chg. to change ERP to 1,230 kw vis.; 123 kw aur.; change HAAT to 860 ft. and change TL. App. May 15

AM actions

■ KHOG (1030 khz) Fayetteville, Ark.—Granted app. for CP to change city of license to Farmington, Ark.; change to unlimited by adding night service with 1 kw; change day power to 10 kw; change freq. to 1030 khz and make changes in ant. sys. Action April 11.

■ KVLI (1140 khz) Lake Isabella, Calif.—Granted app. for CP to increase powr to 1 kw. Action May 10.

■ WPLK (1220 khz) Rockmart, Ga.—Granted app. for MP to make change in ant. sys. and increase height of tower. Action May 4.

■ KAPB (1370 khz) Marksville, La.—Granted app. for CP to increase tower height and decrease radiation. Action May 4.

■ WCAS (740 khz) Cambridge, Mass.—Granted app. for CP to change freq. to 1090 khz and change power to 5 kw. Action May 10.

■ WMYN (1420 khz) Mayodan, N.C.—Granted app. for CP to increase power to 1 kw. Action May 10.

■ KGAK (1330 khz) Gallup, N.M.—Granted app. for MP to augment nighttime pattern. Action May 4.

■ WENY (1230 khz) Elmira, N.Y.—Returned app. for CP to change city of license to Southport, N.Y.; change freq. to 1200 khz; increase night power to 1 kw and day power to 5 kw and make changes in ant. sys. Action May 10.

■ WFAB (1460 khz) Juncos, P.R.—Dismissed app. for CP to increase day and night power to 5kw and change freq. to 770 khz. Action May 10.

■ WIXC (1140 khz) Fayetteville, Tenn.—Granted app. for CP to change city of license and change TL. Action May 10.

■ WBMK (1430 khz) Knoxville, Tenn.—Granted app. to increase power to 5 kw. Action May 11.

■ WNPC (1060 khz) Newport, Tenn.—Returned app. for CP to change freq. to 1180 khz and increase power to 10 kw/2.5 kw. Action May 11.

FM actions

■ *WPKN (89.5 mhz) Bridgeport, Conn.—Granted app. for CP to change ERP to 10 kw and HAAT to 482 ft. Action May 4.

■ *WMNF (88.5 mhz) Tampa, Fla.—Granted app. for mod. of CP to change ERP to 100 kw; change HAAT to 519.25 ft., and change ant. Action May 8.

■ WEAI (100.5 mhz) Jacksonville, Ill.—Granted app. for CP to change ERP to 50 kw and HAAT to 322 ft. Action May 8.

■ WBMP (101.7 mhz) Elwood, Ind.—Returned app. for CP to increase HAAT to 300 ft. and make changes in ant. sys. MEA. Action May 8.

■ WZZQ (107.5 mhz) Terre Haute, Ind.—Granted app. for mod. of CP to change ERP to 27.5 kw. Action May 7.

■ KYYS (102.1 mhz) Kansas City, Mo.—Granted app. for CP to change TL and change HAAT to 1,000 ft. Action May 8.

■ *KGSP (92.3 mhz) Parkville, Mo.—Returned app. for CP to change TL. Action April 30.

■ WSPK (104.7 mhz) Poughkeepsie, N.Y.—Granted app. for CP to change ERP to 7.41 kw. Action May 7.

■ KWHT (103.5 mhz) Pendleton, Ore.—Granted app. for mod. of CP to change TL and change HAAT to 720 ft. Action May 4.

■ WHYW-FM (96.9 mhz) Braddock, Pa.—Granted app. for CP to change ERP to 44.7 kw; change HAAT to 530 ft., and change TL. Action May 8.

■ WKSZ (100.3 mhz) Media, Pa.—Granted app. for CP to change ERP to 17 kw; change HAAT to 530 ft., and make changes in ant. sys. Action May 8.

■ KXYL-FM (99.3 mhz) Brownwood, Tex.—Granted app. for CP to change ERP to 74 kw; change HAAT to 1,599 ft., and change TPO. Action May 7.

■ KHYS (98.5 mhz) Port Arthur, Tex.—Granted app. for mod. of CP to change ERP to 100 kw and HAAT to 417 ft. Action May 4.

■ KATS (94.5 mhz) Yakima, Wash.—Granted app. for CP to change ERP to 100 kw and replace ant. Action May 7.

TV action

■ WMTW-TV (ch. 8) Poland Springs, Me.—Granted app. to change SL. Action May 9.

Summary of broadcasting
as of March 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,740	170	4,910
Commercial FM	3,551	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,431	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	535	23	558
Commercial UHF TV	340	222	562
Educational VHF TV	111	3	114
Educational UHF TV	173	25	198
Total TV	1,159	273	1,452
VHF LPTV	192	74	266
UHF LPTV	71	136	207
Total LPTV	263	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call letters

Applications

Call	*Sought by*
	New FM's
*KEOM	Mesquite Independent School District, Mesquite, Tex.
WMJA	Hackman Broadcasting, Spencer, Wis.
	New TV's
WOTC	Way of the Cross of Selma Inc., Selma, Ala.
WLQF	Greenfield Television Ltd., Greenfield, Mass.

Grants

Call	*Assigned to*
	New AM's
KKEN	Kenai Broadcasting Co., Kenai, Alaska
WALY	Patricia L. Powell, Gray, Ky.
WKBH	Big River Broadcasting Co., Holmen, Wis.
	New FM's
WYOB	Beverly Broadcasting Inc., S. Jacksonville, Ill.
KDEP	Robert McVeigh, Durant, Okla.
KGID	Radio Lee County Inc., Giddings, Tex.
	New TV's
*WIUM-TV	West Central Illinois Educational Telecommunications Corp., Macomb, Ill.
WYEO	Dan Mahoney, Superior, Wis.
	Existing AM's
KGRE	KYOU Greeley, Colo.
WLRB	WKAI Macomb, Ill.
WUPY	WMVN Ishpeming, Mich.
WBRB	WWHK Mt. Clemens, Mich.
WAAV	WKLM Leland, N.C.
WBMS	WAAV Wilmington, N.C.
KYCS	KNCI Boerne, Tex.
KCIS	KGDN Edmonds, Wash.
	Existing FM's
KSMT	KLGT Breckenridge, Colo.
KYOU	KGRE Greeley, Colo.
KWXX-FM	KWXX Hilo, Hawaii
KLCE	KBLI-FM Blackfoot, Idaho
WKAI	WKAI-FM Macomb, Ill.
KWOC-FM	WPBM-FM Poplar Bluff, Mo.
	Existing TV's
WJSU-TV	WHMA-TV Anniston, Ala.
WETO	WOQP Greenville, Tenn.

The Fifth Estate

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Broadcasting ⚡ May 28

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On the way to NCTA
□
Returning from NBC affiliates

Vol. 106 No. 22

Broadcasting May 28

Upfront buying for fall prime time
NCTA's consumer's choice show
NBC affiliates coverage

READY, SET □ Network and advertising observers expect that upfront buying for fall prime time shows is ready to explode this week. **PAGE 39.**

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130 ft.)—Seeks assignment of license from Radio Sante Fe Inc. to Fiesta Communications for $900,000, comprising $10,000 cash and remainder in note. Seller is owned by James R. Curtis, who also owns 30% of KRFO(AM) Longview, Tex. Buyer is owned by Alfredo Sena (90%) and Robert J. Werner (10%). It also owns KVSF(AM) Sante Fe, N.M. Filed May 22.

■ WOZO(AM) Penn Yan, N.Y. (850 khz; 500 w-D)—Seeks assignment of license from Broadcast Facilities Inc. to David T. Smith and Alan H. Andrews for $190,000, comprising $25,000 cash and remainder in note. Seller is owned by Robert Raide, who has no other broadcast interests. Buyers are Smith, sales manager (60%), and Andrews, general manager, of WCLI(AM) Corning N.Y. (40%). Neither have any other broadcast interests. Filed May 17.

■ WIUW(TV) High Point, N.C.—Seeks transfer of control of High Point Community Television Inc. from Hope S. Smith (39% before; none after) and Dr. Horace Ward (51% before; none after) to Consolidated Broadcasters Inc. (none before; 90% after) for $48,000 cash. Sellers are Ward, owner of LPTV in Mobile, Ala., and applicant for new LPTV in Norfolk, Va.; Pueblo, Colo.; Colorado Springs, and Charleston, W.Va., and Smith, employed by LPTV in Phoenix and applicant for new LPTV's in Durham, Wilmington, Charlotte and Winston-Salem, all North Carolina. Buyer is owned by Ward's cousin, Bernadine H. Lague, who owns Phoenix LPTV, and is applicant for new LPTV's in Tucson, Ariz., Denver and Atlanta. WIUW has yet to be built. In Memorandum Opinion and Order FCC 81-278, Oct. 19, 1981, FCC indicated that in interest of more up-to-date information community ascertainment survey did not have to be completed until after application for license had been filed. Filed Feb. 27.

■ WNYN(AM) Canton, Ohio (900 khz; 500 w-U)—Seeks assignment of license from North Shore Communications Inc. to Westerville Broadcasting of Canton Inc. for $222,750 cash. Seller is owned by Raymond N. Malcom and Donald Keyes, who also own WTAL(AM) Tallahassee, Fla. Buyer is owned by Westerville Broadcasting Co. (52%), Paul C. Major, George E. Cole, G. Rand Smith and Robert W. Harrison (12% each). Westerville Broadcasting Co. is owned by Major, account executive for Taft Broadcasting Co. (58%), Cole (20%), Smith (20%) and Harrison (2%). It also owns WTMP(AM) Tampa, Fla. Filed May 15.

■ WKHJ(AM) Holly Hill, S.C. (1440 khz; 1 kw-D)—Seeks asssignment of license from Radio Holly Hill Inc. to Lew Banks and Ted Pacheco for $125,000, comprising $94,000 assumption of note and $31,000 note. Seller is owned by G. Wayne Koonts and Anna R. Koonts who have no other broadcast interests. Buyers are equal partners. Pacheco is station manager and Banks is general manager of WLVN(AM) Luverne, Ala. Filed May 16.

■ WATP-AM-FM Marion, S.C. (AM: 1430 khz; 1 kw-D; FM: 94.3 mhz; 3 kw; HAAT: 190 ft.)—Seeks assignment of license from Swamp Fox Broadcasting Corp. to Winfas of South Carolina for $340,000, comprising $50,000 cash, $33,000 assumption of note, $192,000 note and $65,000 noncompete agreement. Seller is owned by Richard T. Laughridge (50%) and Charles S. Morris (50%). They also have control of WGTN(AM)-WAZX(FM) Georgetown, S.C. Morris is vice president of South Carolina Educational Television Commission, licensee of 11 TV's and six FM's in S.C. Buyer is wholly owned subsidiary of Winfas Inc., owned by W.S Foster (39.86%), Larry Nichols (29.90%), Robert P. Ashely (9.76%), Roger R. Ingram (8.31%), Andrew T. Walker (8.31%) and Ronald S. Brown (3.66%). It also owns WJNC(AM)-WRCM(FM) Belhaven, N.C. Principals, with Foster's son, W.S. Foster III, also own, in slightly different percentages, WAMV(AM)-WCNV(FM) Amherst, Va., and WKJA(FM) Belhaven, N.C. Filed May 14.

■ WRKQ(AM) Madisonville, Tenn. (1250 khz; 500 w-D)—Seeks assignment of license from Sunbelt Communications Inc. to Doug Mullins for $92,500 cash. Seller is owned by Howard Pack (33.3%), Tom Amos (33.3%) and K. Maynard Head (33.3%). They have no other broadcast interests. Buyer also owns WSVQ(AM) Harrogate, Tenn. Filed May 14.

■ KQTI(AM) Edna, Tex. (113 khz; 2.5 kw-D)—Seeks assignment of license from Vic-Jax Broadcasting Co. to Manuel Velasquez for $540,000, comprising $25,000 cash, $27,500 assumption of note, and remainder in note. Seller is owned by Benito Gauguine (45%) and his wife, Frances (5%), and Peter Shuebruk (45%) and his wife, Eileen (5%). Frances Gauguine is director of KBJR(TV) Superior, Wis., and owns 12.5% of WNUV(TV) Baltimore. Benito Gauguine is general counsel of WNUV. Shuebruk and Gauguine are partners in Washington communications law firm. Buyer is Manuel Velasquez, who owns 49% and is trustee for L.J.M. Velasquez family trust which owns other 51%. Velasquez is individual with no other broadcast interests. He will change station to Spanish format. Filed May 15.

■ KGRI-AM-FM Henderson, Tex. (AM: 1000 khz; 250 w-D, FM: 101.1 mhz; 3 kw; HAAT: 500 ft.)—Seeks assignment of license from KGRI Associates to Dean Broadcasting Inc. for $575,000 cash, plus 75% of face value of receivables not to exceed $25,000. Seller is owned by Marsha M. Shields, and her ~~sisters~~, Connie McComb McNab and Lynda McComb Rubey. It also owns KIPR-AM-FM Diboll, Tex. There is pending action to deny renewal of the Diboll, Tex., stations by the National Black Media Coalition. Buyer is owned by Chad Dean, Henderson, Texas attorney (51%), and his brother Chipper Dean, operations manager at KWRD(AM) Henderson, Tex. (49%). Dean's mother, Helen, owns KWRD(AM) Henderson, Tex. Filed May 21.

■ WRC(AM) Washington (980 khz; 5 kw-U)—Seeks assignment of license from NBC to Greater Media Inc. for $3.6 million, comprising $25,000 cash and remainder in note. Seller is national network. Buyer is New Jersey-based MSO, Peter A. Bordes, chairman and chief executive officer. It owns five AM's, seven FM's, eight cable TV systems, and East Brunswick, New Jersey *Sentinel-Spokesman*. Filed May 18.

Facilities changes

AM applications

Tendered

■ KFAY (1250 khz) Fayetteville, Ark.—Seeks CP to increase power to 1 kw. App. May 21.

■ KLLK (1250 khz) Wilits, Calif.—Seeks CP to increase power to 5 kw and make changes in ant. sys. App. May 21.

Accepted

■ KTOP (1490 khz) Topeka, Kan.—Seeks CP to increase nighttime RMS non-DA sys. App. May 18.

■ WABG (960 khz) Greenwood, Miss.—Seeks mod. of lic. to change SL. App. May 18.

FM applications

Tendered

■ KRSF (90.7 mhz) Fresno, Calif.—Seeks CP to change ERP to 2.565 kw; change TPO; and make changes in ant. sys. App. May 22.

■ WRUL (97.3 mhz) Carmi, Ill.—Seeks CP to change HAAT to 492.5 ft. App. May 17.

Summary of broadcasting
as of March 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,740	170	4,910
Commercial FM	3,551	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,431	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	535	23	558
Commercial UHF TV	340	222	562
Educational VHF TV	111	3	114
Educational UHF TV	173	25	198
Total TV	1,159	273	1,452
VHF LPTV	192	74	266
UHF LPTV	71	136	207
Total LPTV	263	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,83[illegible]	166	3,002

* Includes off-air licenses

■ KZOC (92.7 mhz) Osage City, Kan.—Seeks CP to change TL; change HAAT to 246 ft. and make changes in ant. sys. App. May 21.

■ KCFM (97.1 mhz) Florissant, Mo.—Seeks CP to change class of station; change TL; change ERP to 100 kw; change HAAT to 171 meters; and make changes in ant. sys. App. May 18.

■ WGTZ (92.9 mhz) Eaton, Ohio—Seeks mod. of CP to change TL; change ERP to 31.6 kw; change HAAT to 600 ft. and make changes in ant. sys. App. May 17.

Accepted

■ KCIX (105.9 mhz) Boise, Idaho—Seeks mod. of CP to change TL; change ERP to 44.2 kw and change HAAT to 2,665 ft. App. May 22.

■ WTVL-FM (98.3 mhz) Waterville, Me.—Seeks CP to change HAAT to 302 ft.; change ERP to 50 kw and change freq. to 98.5 mhz. App. May 23.

■ KYLS (92.7 mhz) Ironton, Mo.—Seeks CP to change HAAT to 820 ft. App. May 21.

■ WCNL-FM (101.7 mhz) Newport, N.H.—Seeks CP to make changes in ant. sys. App. May 21.

■ WKGL-FM (92.7 mhz) Middletown, N.Y.—Seeks CP to change ERP to 3 kw. App. May 22.

TV applications

Accepted

■ WJET (ch. 24) Erie, Pa.—Seeks MP to change to ERP vis. 1120 kw; aur. 112 kw; change HAAT to 955 ft.; change TL and make changes in ant. sys. App. May 17.

■ WUAA (ch. 16) Jackson, Tenn.—Seeks MP to change to ERP vis. 215 kw; aur. 21.5 kw; change HAAT to 583.13 ft. and make changes in ant. sys. App. May 17.

■ KTPS (ch. 28) Tacoma, Wash.—Seeks MP to change to ERP vis. 679 kw; aur. 113.18 kw; change HAAT to 759.6 ft. and make changes in ant. sys. App. May 17.

Actions

FM's

■ KWFM (92.9 mhz) Tucson, Ariz.—Granted CP to change TL; change ERP to 100 kw and change HAAT to 2,000 ft. App. May 16.

■ KMLA (103.9 mhz) Ashdown, Ark.—Granted mod. of CP to change ERP to 2.65 kw and change HAAT 355 ft. App. May 16.

■ KNAX (97.9 mhz) Fresno, Calif.—Granted CP to change ERP to 50 kw and change HAAT to 312 ft. App. May 16.

■ KBZT (94.9 mhz) San Diego—Granted CP to change TL; change ERP to 21.8 kw and change HAAT to 701 ft. App. May 11.

■ *KDNK (90.5 mhz) Carbondale, Colo.—Granted CP to construct new TL; change ERP to .2179 kw and change HAAT to minus 1,129 ft. App. May 17.

■ WIVY-FM (102.9 mhz) Jacksonville, Fla.—Granted mod. of CP to change TL and change HAAT 660 ft. App. May 17.

■ KPOA (93.5 mhz) Lahaina, Hawaii—Granted mod. of CP to change TL; change ERP to .16 kw and change HAAT to 1,307 ft. App. May 15.

■ *WJMU (89.5 mhz) Decatur, Ill.—Granted CP to change ERP to .165 kw and change HAAT to 84 ft. App. May 17.

■ KEYN-FM (103.7 mhz) Wichita, Kan.—Granted CP to make changes in ant. sys. App. May 17.

■ WJEC (102.3 mhz) Beattyville, Ky.—Granted CP to change TL; change ERP to 1 kw and change HAAT to 520 ft. App. May 15.

■ KTDY (99.9 mhz) Lafayette, La.—Granted CP to change TL; change HAAT to 984 ft. App. May 15.

■ WGTF (96.3 mhz) Nantucket, Mass.—Granted CP to change ERP to 50 kw. App. May 15.

■ WKHQ (105.9 mhz) Charlevoix, Mich.—Granted mod. of CP to make changes in ant. sys. App. May 16.

■ WQWQ-FM (104.5 mhz) Muskegon, Mich.—Granted CP to to correct geographic coordinates. App. May 16.

■ WBLE (95.9 mhz) Batesville, Miss.—Granted CP to change ERP to 3 kw; change HAAT to 300 ft. and make changes in ant. sys. App. May 16.

■ KEEQ (104.3 mhz) Kansas City, Mo.—Granted mod. of CP to make changes in ant. sys. App. May 16.

■ WSUS (102.3 mhz) Franklin, N.J.—Granted CP to change ERP to .592 ft.

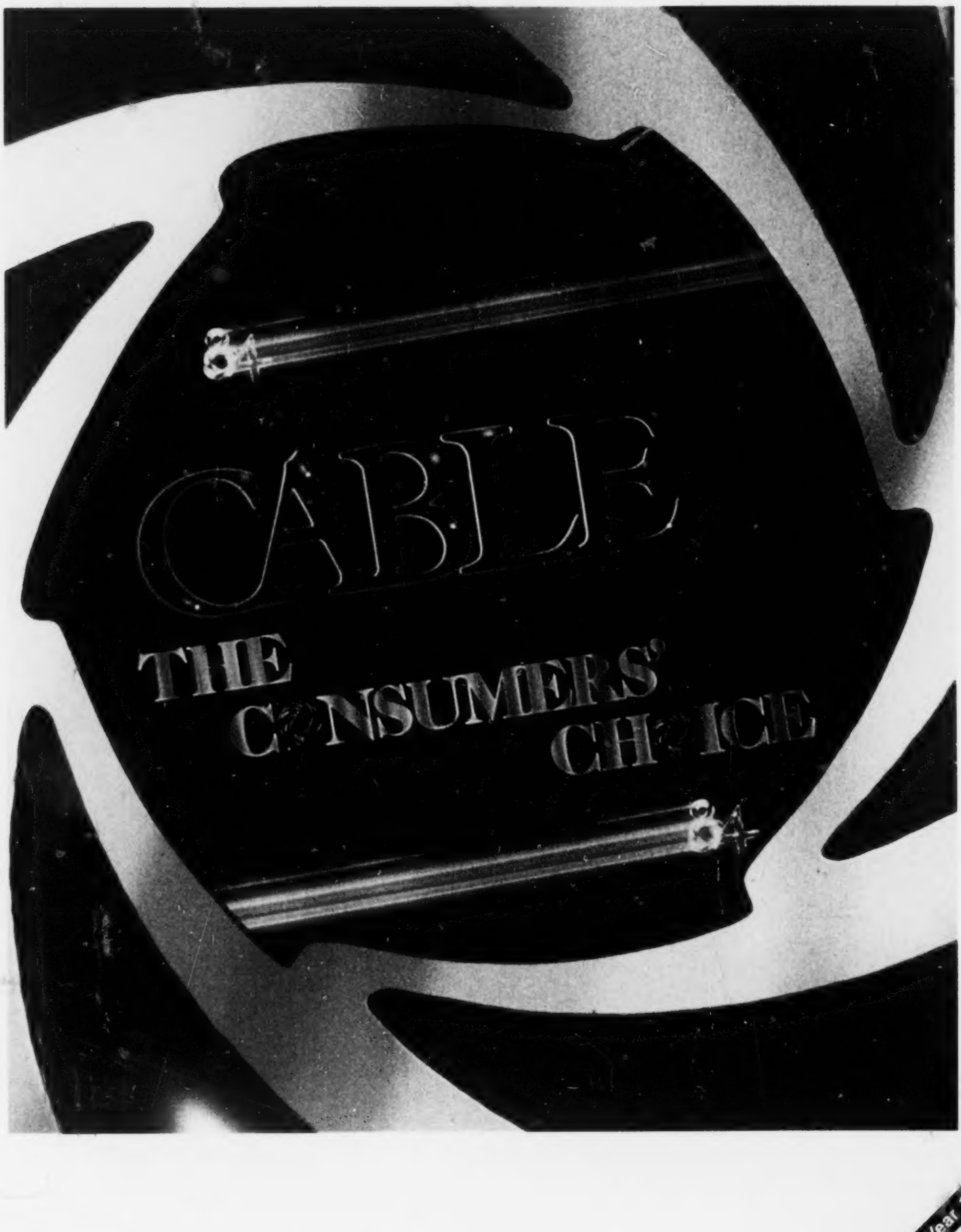
■ WUBE (105.1 mhz) Cincinnati—Granted CP to change

C1750- 1A

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 4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53d Year 1984

Cable, cities cut a deal on the eve of NCTA

Vol. 106 No. 23

Broadcasting Jun 4

Cable and the cities come to agreement
At Large with Tom Wheeler
NCTA 84 in Las Vegas

COMING TO AGREEMENT □ NCTA and National League of Cities reach compromise on cable deregulation package. **PAGE 39.**

AWRT CONFAB □ American Women in Radio and Television Chicago convention hears Dawson, Joyce and Woodruff discuss past accomplishments and future hopes for women in broadcasting. **PAGE 42.**

LOCAL NUMBERS □ Results are in for Nielsen metered markets for May sweeps period. **PAGE 44.**

TAKING IT TO THE LIMIT □ On the eve of his last NCTA convention as president, Tom Wheeler reaffirms his commitment to an ever-expanding cable universe as he discusses the medium's past, present and future in an in-depth "At Large" interview. **PAGES 51-60.**

NCTA 84 □ Cities-cable compromise expected to head topics of conversation at convention. **PAGE 64.** The latest numbers on cable programing services appear on **PAGE 64.** The convention's agenda appears on **PAGE 66**, and a listing of exhibitors begins on **PAGE 70.** A listing of the top 50 cable MSO's appears on **PAGE 81.**

AURAL ADS □ RAB figures show that radio advertisers spent over $380 million last year, with Anheuser-Busch leading the parade. **PAGE 82.**

MILE HIGH □ AAF's "Putting it all together" convention begins in Denver. **PAGE 83.**

TV NUMBERS □ TVB charts the top 25 advertising categories for local, spot and network. **PAGE 83-84.**

RATINGS DISPUTE □ Two Los Angeles stations take exception to components of Nielsen May sweeps methodology. **PAGE 85.**

IN-HOUSE LOOK □ News organizations tighten financial rules in wake of *Wall Street Journal* case on insider reporting. **PAGE 86.**

NEW HOME □ RKO breaks ground for new facilities for WOR-TV in Secaucus, N.J. **PAGE 89.**

BACK ON TRACK □ Storer Communications cable push has slowed earnings growth as franchises are being built, but company believes it has turned corner. **PAGE 91.**

FALL CAMPAIGN □ Republicans unveil television spots criticizing House Speaker Tip O'Neill and Democrats. **PAGE 96.**

NEWS JUDGMENT □ FCC ALJ renews New Jersey FM despite challenge based on charge of lack of local news and public affairs programing by station. **PAGE 97.**

INTELSAT UPDATE □ White House asks State and Commerce to settle jurisdictional dispute. **PAGE 98.** Study shows that ISI and Orion applications would cause economic harm to Intelsat. **PAGE 99.**

FUNDING FIGHTER □ NAPTS Chairman David Ives's fund raising, salesmanship and management skills have proved a winning combination for public broadcasting. **PAGE 119.**

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H.R. 4103 weighs heavy on minds of NCTA attendees

Agreement between cities, cable over legislation expected to be dominant topic at 33d annual convention

Thousands of cable operators will be in Las Vegas this week (June 3-6) for the 33d annual convention of the National Cable Television Association, but many of their thoughts may be about Washington and H.R. 4103, a bill that would limit the regulatory authority of cities over cable and provide some assurance that the problems of franchising do not recur in refranchising.

With news last week of an agreement between NCTA and city officials, who were at odds over key provisions of the bill, prospects for its passage going into the convention were bright (see "Top of the Week") and talk of the agreement and legislation are sure to be pervasive.

In that respect, this year's convention may be like last year's in Houston, where news of the passage of S. 66, the Senate counterpart to H.R 4103, overshadowed news being made at the show.

But organizers of the Las Vegas convention will be doing their best to hold the cable operators attention, starting with an opening session on Monday (June 4), featuring an elaborate multimedia presentation to invigorate the membership and a videotaped message from President Ronald Reagan.

The opening session will be followed by 48 other general, management, public policy, marketing, technical and programing sessions during which some 250 public officials and industry executives will speak. The exhibition will comprise more than 300 companies in booths occupying nearly 200,000 square feet, selling hardware, programing and services.

Most sessions will be of the nuts-and-bolts variety, designed to aid members in signing up and keeping subscribers and increasing revenues and profits They will cover packaging of programing, preventing pirating, effective public relations, cable guides, creative financing, advertising, taxes and improving customer services. The only session that might be labeled "blue sky" is one on teletext and videotex.

Much of the talk about H.R. 4103 will emerge at the public policy sessions that feature members of the House Energy and Commerce Committee, where the bill is now pending. Twenty-two of the 42 members of the committee are scheduled to appear at the session at the invitation and, in some cases, at the expense of NCTA. Given the latest hike in copyright royalty fees, which were so steep that they caused some cable operators to drop distant signals and prevented others from adding them, cable operators are interested in a session designed to feature what the federal government can do to lighten their royalty burden.

Another concern of the cable industry over the past few years has been potentially competitive media, notably direct broadcast satellites and SMATV and "wireless cable" (multichannel MDS) systems. The competitors are the subject of a Tuesday morning session and NCTA plans to release during the convention for discussion a study that, according to one report, shows that cable stacks up well against the competitors.

The National Cable Programing Conference, which after three tries failed to establish itself as a stand-alone convention, is being folded into the national convention this year. It will consist of two general and four "breakout" sessions on Wednesday. The breakout sessions cover home video, programing costs, funding programing coproductions and audio programing.

The convention wraps up on Wednesday evening with a dinner dance at which NCTA's annual awards for industry service will be presented and at which Paul Anka will entertain. □

BROADCASTING's cable programing numbers

In the last five months nearly all basic and pay cable programing networks have shown healthy gains, following the continued rise in cable penetration. The Disney Channel and Bravo showed the bi ns with 89% and 36% increases, respectively, although new figures for HBO and Cinemax were not available. The Eternal Word Television Network, Nashville Network, the Financial News Network and CNN Headline News showed the biggest jump among basic cable services. WTBS closed within 794,000 homes of the largest basic cable service, ESPN. Even with HBO's December 1983 numbers, it remains far and away the largest pay cable network over second place Showtime/The Movie Channel.

Basic cable programing status report

Service	*Systems*	*May 84 subs*	*Dec 83 subs*	% chg
ESPN	7,828	31,800,000	28,500,000	11.6
WTBS	6,416	31,006,000	27,654,000	12.1
CNN	4,844	26,816,000	22,626,000	18.5
USA	4,000	23,000,000	21,000,000	9.5
CBN	4,331	23,000,000	23,000,000	0
MTV	2,470	21,800,000	17,600,000	19.3
Nickelodeon	3,250	19,300,000	17,600,000	9.7
Lifetime	1,818	18,600,000	16,000,000	16.3
C-SPAN	1,350	17,000,000	16,000,000	6.3
FNN	1,000	16,400,000	12,500,000	31.2
Nashville Network	2,000	15,900,000	11,245,000	41.4
WGN	5,437	13,690,130	10,900,000	25.7
Weather Channel	1,244	12,000,000	10,000,000	20.0
Satellite Prog. Net.	481	11,000,000	10,440,000	5.4
CNN Headline	1,195	10,921,000	8,330,000	31.1
Arts & Entertnmt	1,500	10,500,000		---
PTL Club	850	10,000,000	8,100,000	23.5
Modern Satellite Net	524	9,700,000	8,685,000	11.5
WOR-TV	1,118	6,605,000	6,200,000	6.5
BET	319	6,400,000	5,200,000	23.1
Learning Channel	522	4,499,700	3,913,000	15.4
Trinity Network	343	4,057,000	3,350,000	21.2
Eternal Word TV	155	2,400,000	1,628,000	47.4
National Christian Net	95	1,200,000	1,434,000	-14.3
WPIX(TV)	152	850,000		---
Genesis Story Time	20	300,000	6,000	400.0

Pay cable programing status report

HBO*	5,400	13,500,000	13,500,000	0.0
Showtime	3,000	5,400,000	4,750,000	13.7
Movie Channel	2,750	3,100,000	2,600,000	19.2
Cinemax*	2,000	2,700,000	2,700,000	0.0
Disney Channel	1,600	1,005,000	531,000	89.2
Playboy Channel	429	684,000	577,000	18.5
Home Theater	425	275,000	250,000	10.0
Bravo	143	211,000	155,000	36.1
Galavision/SIN	160	130,000	120,000	8.3

* Home Box Office has not yet released official subscriber and system count updates for HBO or Cinemax for 1984. Last official figures are for December 1983.

BROADCASTING's Top 50 MSO's

	Company	*Basic subscribers*	*Homes passed*	*Basic penetration*	*Pay subscriptions*	*Total homes in all franchises*
1	TCI (12-31)	2,766,000	5,000,000 est.	55.9	1,949,000	N/A
2	ATC (12-31)	2,400,000	4,400,000	54.5	2,200,000	N/A
3	Group W (4-1)	1,979,000	3,475,000	56.9	1,556,000	4,000,000
4	Cox	1,494,008	2,578,706	57.9	1,573,136 (Dec.)	2,984,048(Dec.)
5	Storer (3-31)	1,413,000	2,647,000	53.4	1,410,000	3,344,000
6	Warner Amex	1,382,983	2,978,121(3-31)	46.4	1,236,943	3,866,571
7	Times Mirror	961,638	1,839,404	52.3	828,130	2,311,000
8	Continental	868,000	1,630,000	53.3	962,000	1,870,000
9	Newchannels (5-11)	850,000	1,425,000	59.6	825,000	1,650,000 est.
10	Viacom	752,000	1,415,000	53.1	613,000	1,598,000
11	United	655,398	1,193,079	54.9	564,019	1,497,113
12	Sammons (5-9)	594,815	957,763	62.1	465,994	N/A
13	Rogers	526,000	1,054,150	49.9	714,220	N/A
14	Cablevision	502,000	1,042,000	48.2	1,298,000	3,015,000
15	Comcast	460,570	824,500	55.9	476,425	N/A
16	Telecable	410,500	674,500	60.8	428,100	N/A
17	Jones Intercable (5-18)	390,385	629,410 (4-30)	62.0	313,854	N/A
18	Heritage	379,288	697,351	54.4	266,970	738,470
19	Cablecom	354,560	536,972	66.0	256,031	547,532
20	UA Columbia	347,000	622,000	55.8	326,500	650,000
21	GE	328,000	524,000	62.6	203,000	524,000
22	Tele-Media	307,625	372,356	82.6	157,911	N/A
23	Wometco (5-9)	288,810	506,514	57.0	237,808	N/A
24	Century	277,720	450,000 est.	61.7	249,009	475,000 est.
25	Prime Cable	271,782	600,536	45.3	300,682	650,000
26	Multimedia	257,984	449,268	57.4	274,773	456,151
27	TCA Cable TV	243,000	320,000	75.9	74,000	375,000
28	Centel (5-11)	242,759	384,309	63.2	197,561	N/A
29	Daniels & Associates	240,041	454,410	52.8	250,009	N/A
30	Maclean-Hunter	236,238	470,285	50.2	305,411	487,100
31	Service Electric	210,000	300,000	70.0	75,000	N/A
32	American Cablesystems	192,280	342,850	56.1	222,140	465,000
33	Colony	181,683	307,441	59.1	176,702	332,460
34	Cablevision Industries	174,660	211,949	82.4	137,084	N/A
35	Rollins	172,800	290,500	59.5	141,300	351,900
36	Cablentertainment	167,124	225,695	74.1	81,502	N/A
37	Comm. Services (March 83)	165,000	N/A	N/A	99,500	N/A
38	Suburban	161,483	324,288	49.8	188,471	N/A
39	Tribune	159,520	326,445	48.9	148,200	677,820
40	Western	148,713	199,716	74.5	72,631	N/A
41	Harron	143,247	192,971	74.2	91,422	250,000
42	McDonald (May 83)	139,585	179,789	77.6	87,028	N/A
43	Adams Russell	128,716	229,045	56.2	139,858	300,125
44	Midcontinent	127,644	206,417	61.8	67,918	206,417
45	Midwest	120,000	220,000	60.0	62,000	N/A
46	McCaw Communications	118,089	184,826	63.9	60,325	N/A
47	NY Times	113,795	220,648	51.6	117,549	250,000
48	Caltec (5-18)	106,570	214,455	49.7	124,815	N/A
49	Armstrong	104,856	153,021	68.5	70,025	N/A
50	Gill Cable	104,000	198,000	52.5	152,424	237,000

BROADCASTING's annual roundup of the top 50 cable MSO's shows Tele-Communications Inc. increasing its margin as the nation's largest, aided by the purchase of Liberty last year, the 21st largest MSO. ATC remains in second. Other major deals completed in the past year include Prime Cable's purchase of Cable America, which operates major systems in Atlanta and southern California.

Last year 13 companies had more pay subscriptions than basic subscribers. Although Storer dropped below that threshold this year by 3,000 subscribers, four more companies were added to that list—Comcast, Prime Cable, Daniels & Associates and Caltec.

All figures are as of April 30 unless otherwise noted. The TCI figures do not include the purchase of Tele-Media, scheduled to close later this year, or the purchase of Warner's system in Pittsburgh. Since Dec. 31, 1983, TCI has closed deals for systems totaling approximately 150,000 basic subscribers, principally in and around Buffalo, N.Y.

Cox figures do not include 143,134 mini-tier subscribers. Warner's total homes count includes 750,000 homes in New York and Milwaukee where building has yet to begin. GE's basic count does not include 53,000 expanded basic subscribers. Cablentertainment figures do not include approximately 7,500 six-month seasonal subscribers in southern New Jersey. Pay figures for Cablentertainment do not include 22,186 on a mini-tier.

Advertising & Marketing

Major radio advertisers spend close to $400 million

Investments by top 20 companies up 4.7% over 1982 to $381 million; Anheuser-Busch comes out on top

Radio's top 20 advertisers spent a total of $381.2 million in 1983, up 4.7% from the previous year, according to a top 20 company listing prepared for BROADCASTING by the Radio Advertising Bureau. National spot expenditures (including nonwired networks) climbed 9.2% to $300.6 million while network radio buys fell by the same percentage to $80.6 million.

Emerging as the leading radio advertiser once again was Anheuser-Busch, a major sponsor of sports, with $47.6 million invested in the medium in 1983. The company led the national spot category, based on Radio Expenditure Reports (RER) data, with $40.7 million, and also spent $6.9 million on network.

Anheuser-Busch has been using radio primarily to target young-adult audiences, specifically 25-30-year-olds, said Tony Ponturo, director of media services for the company. And of Anheuser-Busch's major beer product brands, Budweiser is the leader in radio advertising, accounting for at least 50% of the brewer's radio ad allocation, he noted.

Although the company did not roll out any new products in 1983, it was Anheuser-Busch's first full year of advertising Bud Light. This year the firm is in the process of introducing its newest product, LA, a beer low in alcoholic content, and last month launched a 52-week radio campaign for the new brand, said Ponturo. And, he added, Anheuser-Busch is currently using radio as the primary medium to test its new brand of malt liquor in several markets.

Not only was Anheuser-Busch the leading advertiser in the aural medium last year, but beer and ale was the major business category for radio advertising among the top 20 companies, with expenditures of $124.5 million—up 22% over 1982. The other major beer advertisers were: Adolf Coors ($21.6 million); Miller Brewing ($19.2 million); Van Munching & Co. ($14.6 million); Martlet Importers ($10.9 million) and Stroh's ($10.5 million).

Registering the largest overall increase from 1982 was Coors, which soared 142.5% in radio advertising to $21.6 million. Mark Reiss, Coors director of media, noted that in 1983 the company extended its overall marketing campaign to reach 67% of U.S. households compared to 36% in 1982.

Van Munching & Co., importer of Amstel and Heineken beers, jumped nearly 100% in radio ad expenditures to $14.6 million. Alvin A. Nilson, advertising and sales promotion manager, said that the company's growth in radio advertising is tied to the introduction in 1981 of Amstel Light as well as to more widespread distribution of both Amstel and Heineken.

Not all the beer companies showed radio ad increases. Stroh's, which includes the Joseph Schlitz Brewing Co., spent $10.5 million in the medium in 1983—down 17.3% from the previous year.

Another major business category that spent large amounts in radio was automotive manufacturers. Landing in the top 10 among all radio advertisers were: General Motors, in second place at $38.4 million; Ford Motor Co., sixth at $20 million, and Chrysler Corp., seventh at $19.5 million. Rounding out the top 20 were American Honda, which placed 14th at $13.6 million, and Nissan Motors (Datsun), which finished 18th at $10.9 million. But all of the auto firms, with the exception of Honda, lowered their spending in the medium last year, bringing total expenditures for the category down 17.4%. The biggest decreases in spending were registered by Chrysler, off 37.5%, and Ford, down 32.2%.

Continuing as the top network radio advertiser, based on Leading National Advertisers' (LNA) data, is Jeffrey Martin Inc., a pharmaceutical manufacturer which purchased all of its $21.7-million of time in network last year—a decline of 33.8% from 1982. The reason for the drop, according to company chairman and president, Martin Himmel: "Hefty" ad boosts in commercial and cable television to improve the company's position in the marketplace. Jeffrey Martin distributes a long list of pharmaceuti-

Radio's top 20 advertisers

Listed below are 1983's top 20 radio advertisers of national spot (including nonwired network buys) and network expenditures with a comparison to the previous year. The figures were computed by the Radio Advertising Bureau from financial data collected confidentially by Radio Expenditure Reports Inc. (national spot) and Leading National Advertisers Inc. (network). LNA only measures ABC, CBS and NBC.

All dollar figures are in millions.

	National spot			Network			Total radio		
	1983	**1982**	**% change**	**1983**	**1982**	**% change**	**1983**	**1982**	**% change**
Anheuser—Busch	$40.7	$36.8	+10.6%	$ 6.9	$ 6.3	+9.5%	$47.6	$43.1	+10.4%
General Motors	$29.0	$31.0	- 6.5%	$ 9.4	$ 7.9	+19.0%	$38.4	$38.9	-1.3%
AT&T	$27.9	$17.1	+63.2%	$ 9.5	$ 7.3	+30.1%	$37.4	$24.4	+53.3%
Jeffrey Martin	—	—	—	$21.7	$32.8	-33.8%	$21.7	$32.8	-33.8%
Coors	$21.6	$ 8.9	+143.3%	—	—	—	$21.6	$ 8.9	+143.0%
Ford	$12.9	$23.1	-44.2%	$ 7.1	$ 6.4	+10.9%	$20.0	$29.5	-32.2%
Chrysler	$16.6	$28.3	-41.3%	$ 2.9	$ 2.9	—	$19.5	$31.2	-37.5%
Miller Brewing*	$19.2	$18.2	+5.5%	—	—	—	$19.2	$18.2	+ 5.5%
Sears,Roebuck	$ 5.4	$ 2.9	+86.2%	$10.6	$11.0	-3.6%	$16.0	$13.9	+15.1%
United Airlines	$14.6	$13.6	+7.3%	$ 0.8	$ 0.5	+60.0%	$15.4	$14.1	+ 9.2%
Delta Airlines	$15.3	$11.7	+30.8	—	—	—	$15.3	$11.7	+30.8%
PepsiCo	$14.2	$16.5	-14.0%	$0.9	$ 2.8	-67.9%	$15.1	$19.3	-21.8%
Van Munching & Co.(Heineken beer)	$14.6	$ 7.3	+100.0%	—	—	—	$14.6	$ 7.3	+100.0%
American Honda	$11.0	$11.8	-6.8%	$2.6	$ 1.2	+116.7%	$13.6	$13.0	+ 4.6%
Southland Corp	$12.1	$ 7.9	+53.2%	—	—	--	$12.1	$ 7.9	+53.2%
Campbell Soup	$ 3.6	$ 2.1	+71.4%	$ 7.4	$ 9.7	-23.7%	$11.0	$11.8	-23.7%
Martlet Importers (Molson beer and ale)	$10.9	$ 7.9	+38.0%	—	—	--	$10.9	$ 7.9	+38.0%
Nissan Motors (Datsun)	$10.9	$11.3	-3.5%	—	—	--	$10.9	$11.3	- 3.5%
Stroh's*	$10.5	$12.7	-17.3%	—	—	--	$10.5	$12.7	-17.3%
Pillsbury	$ 9.6	$ 6.1	+57.4%	$0.8	--		$10.4	$ 6.1	+70.5%

cal brands such as Compoz, Topol and Doan's Pills.

Spending the least on spot was Campbell Soup at $3.6 million. However, that figure represented a more than 70% increase in its spot expenditure over 1982.

Among the remaining top 20 firms that posted marked increases in their purchases of radio time last year were AT&T at $37.4 million, up 53.3% over 1982, and Pillsbury at $10.4 million, up 70.5%

AT&T's radio advertising came primarily from AT&T Communications (formerly Long Lines). "There's been a gradual trend toward increasing our radio advertising from year to year," noted Phil Shybosh, ad manager for AT&T Communications. And last year, he said, AT&T Communications began using celebrities such as Ronnie Milsap and the Pointer Sisters for the radio portion of its "Reach Out and Touch Someone" campaign. Meanwhile, Pillsbury's Burger King subsidiary invested significantly in the medium in 1983.

Also using radio substantially in 1983 was Southland Corp., which owns the 7-ll chain of convenience stores. The company increased radio spending by more than 53% to $12.1 million—up 53.2% from 1982's $7.9 million.

As for airline industry users of radio, only two companies made the top 20 ranking: United and Delta. Together the companies increased their spending by 19%, $30.7 million in 1983 versus $25.8 million in 1982. Last year, United inched out Delta, pouring $15.4 million into radio to Delta's $15.3 million.

How did 1983 perform overall? According to Radio Expenditure Reports Inc., total national spot business in 1983 was up 12.4% to over $696 million. Network radio, according to information collected by the accounting firm of Ernst & Whinney, which tracks all national networks, finished about 16.6% ahead with more than $253 million. Business in the first quarter of 1984 got off to a sluggish start, but momentum in recent weeks has picked up with national spot dollars for the second quarter projected to be between 15% and 20% ahead while network radio's billings climb between 10% and 15%. ☐

RAB's top 12 agencies in radio

	Total U.S. billings	%spent in radio
Bloom Cos.	$153 million	20%
Ross Roy Inc.	$227 million	17%
W.B. Doner & Co.	$165 million	17%
Bozell & Jacobs	$551 million	15%
Tracy-Locke	$198 million	14.8%
D'Arcy MacManus Masius	$610 million	13%
Della Famina, Travisano & Partners	$205 million	12%
Needham, Harper & Steers	$520 million	11%
Leber, Katz Partners	$251 million	11%
Scali, McCabe, Sloves	$157 million	11%
Jordan, Case & McGrath	$148 million	11%
Nationwide Advertising	$ 67 million	11%

AAF 'putting it all together'

Group's annual convention gets under way in Denver this week

Advertising and media professionals from across the country are meeting in Denver this week to "explore every phase of advertising" at the American Advertising Federation's 1984 annual convention.

"Putting It All Together," the theme of this year's meeting, to be held at the Fairmont hotel June 2-6, "is indicative of the AAF's diverse membership encompassing the entire advertising community and also what we hope to accomplish" during the meeting, AAF President Howard Bell said.

President Reagan is scheduled to speak to the convention via a special videotaped message today (June 4). Also addressing the group: James C. Miller III, chairman of the Federal Trade Commission; Vance Stickell, AAF chairman and executive vice president of the *Los Angeles Times*; Calvin S. Hatch, chairman and chief executive officer of Clorox Co., speaking on "The Idea Exchange"; F. Kent Mitchel, vice president of General Foods Corp. ("Advertising and the Public Interest"); Kenneth Roman Jr., president of Ogilvy & Mather ("The Changing Scene in Advertising"); John V. Roach, chairman and chief executive officer of The Tandy Corp. ("Computers—How Pervasive Can They Get?"), and James E. Duffy, president of ABC Television Network.

Also on the agenda are workshops and seminars and the presentation of the national Addy awards for excellence in advertising. Among the workshop and seminar topics are "Public Issues and Advertising," "Are You As Creative As You Might Be?," "Color Your Public Relations Beautiful" and "Stress, How Much Goes With Your Territory?" In addition to the Addys, the AAF Achievement Awards will be presented and winners ofthe National Student Advertising Competition announced.

More than 550 people—slightly more than last year's number—have registered for the conference. ☐

Top TV spending categories

Figures released by the Television Bureau of Advertising show the distribution of broadcast television advertising dollars by the top 25 advertiser categories. The combined expenditures of the top 25 in local, spot and network television account for $12.9 billion or roughly 80% of the $16 billion spent on television advertising in 1983. The TVB figures were obtained from data supplied by Broadcast Advertisers Reports.

Among the top 25 there is significant concentration. In local sales, the top five categories, headed by restaurants & drive-ins and food stores and supermarkets, account for 49% of the dollars expended by the 25. In spot advertising, food and food products and automotive head the list of the top five, which account for 53% of the spot expenditures by the 25. In network sales, food and food products and toiletries and toilet goods are followed by automotive, proprietary medicines and beer and wine. Together those categories account for 54% of the $6.7 billion dollars spent by the top 25 advertising categories in network advertising.

Top 25 spot TV categories

	1983	*1982*	*Chg*
1. Food & Food Products	$776,376,000	$704,958,400	+10
2. Automotive	411,805,200	361,033,000	+14
3. Confectionary & Soft Drinks	327,367,700	265,783,000	+23
4. Toiletries & Toilet Goods	242,108,500	221,934,300	+9
5. Beer & Wine	200,278,700	205,980,600	-3
6. Soaps, Cleaners & Polishers	166,171,200	156,734,000	+6
7. Consumers Services	164,986,300	140,429,000	+17
8. Household Equipment & Supplies	164,640,800	130,294,300	+26
9. Travel, Hotels & Resorts	139,444,000	121,485,700	+15
10. Proprietary Medicines	133,173,500	107,303,100	+24
11. Home Electronics Equipment	120,385,800	107,934,900	+12
12. Publishing & Media	114,942,200	97,041,600	+18
13. Apparel, Footwear & Accessories	100,978,800	95,639,200	+6
14. Sporting Goods & Toys	100,713,700	120,343,200	-16
15. Gasoline, Lubricants & Other Fuels	86,551,000	90,059,100	-4
16. Office Equipment, Computers & Copiers	72,605,900	52,136,600	+39
17. Insurance	57,129,000	51,106,700	+12
18. Pet Foods & Supplies	55,658,100	54,884,800	+1
19. Building Material Equipment & Fixtures	54,982,300	53,328,400	+3
20. Jewelry, Optical Goods & Cameras	53,950,400	53,299,800	+1

Charts continue on page 84.

Books For Broadcasters

THE ART OF INTERVIEWING FOR TELEVISION, RADIO AND FILM, by Irv Broughton. A journalists bible on professional techniques: how to plan, preparea and conduct a film, video or radio interview for any purpose. It's a guide for *anyone* involved with interviews ... in any capacity... doing any type of interviewing. Covering everything from selecting a subject and a personality to asking the right questions and preparing for the interview, this book will help the reader become a more professional, competent interviewer. There are hints and suggestions on ;how to ask questions, how to act and react, the legal aspects, how to familiarize yourself with the scope and limitation ;of technical equipment, and more. It's a book of problem-solving techniques that distill the essence of which good interviews are made, and it's for everyone: the newsperson, writer, disc jockey, talk show host, documentary filmmaker. 266 pps. 33 illus.
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Continues from page 83

21.Freight & Industrial Development	32,390,500	40,732,600	-20
22.Horticulture	29,522,600	31,868,800	-7
23.Household Furnishings	25,378,300	20,914,300	+21
24.Agriculture & Farming	18,819,700	21,094,900	-11
25.Smoking Materials	10,606,700	10,840,600	-2
TOTAL TOP 25	$3,660,966,900	$3,317,160,900	+10

Top 25 local TV categories

	1983	*1982*	*Chg*
1.Restaurants & Drive-Ins	$498,133,100	$405,908,500	+23
2.Food Stores & Supermarkets	229,020,500	192,989,400	+19
3.Auto Dealers	172,875,300	121,102,500	+43
4.Banks, Savings & Loans	165,639,700	155,215,500	+7
5.Department Stores	163,585,000	140,766,600	+16
6.Furniture Stores	144,035,100	112,927,900	+28
7.Radio Stations & Cable TV	126,504,300	120,388,000	+5
8.Amusements & Entertainment	99,351,900	90,557,600	+10
9.Movies	97,865,100	90,357,600	+8
10.Leisure Time Activities & Services	81,691,700	74,674,500	+9
11.Discount Department Stores	79,102,600	77,516,400	+2
12.Appliance Stores	72,274,400	50,107,600	+44
13.Clothing Stores	66,222,700	54,921,500	21
14.Home Improvement Contractors	65,157,500	46,733,100	+39
15.Drug Stores	54,967,900	45,321,400	+21
16.Auto Repair & Service Stations	52,762,200	43,945,800	+20
17.Sports Hobby & Toy Stores	42,201,200	38,839,700	+8
18.Hotels & Resorts, U.S.	42,101,500	36,861,600	+14
19.Medical & Dental Services	41,047,500	27,758,500	+48
20.Local Education Services	35,701,600	26,826,600	+33
21.Auto Supply & Accessory Stores	34,630,500	29,763,900	+16
22.Builders & Real Estate Agents	34,218,500	24,529,700	+39
23.Carpet & Floor Covering Stores	33,844,900	26,237,200	+29
24.Shoe Stores	32,458,200	28,024,300	+16
25.Rental Services	29,186,800	23,761,200	+23
TOTAL TOP 25	$2,494,579,700	$2,086,036,600	+20

Footnote: Most co-op activity is credited by BAR to the manufacturer and not to the above local categories.

Top 25 network TV categories

	1983	*1982*	*Chg*
1.Food & Food Products	$1,064,293,700	$994,901,500	+7
2.Toiletries & Toilet Goods	920,749,600	897,480,800	+3
3.Automotive	745,052,900	595,543,300	+25
4.Proprietary	574,757,400	528,966,100	+9
5.Beer & Wine	358,342,700	303,221,200	+18
6.Soaps, Cleaners & Polishers	352,981,100	321,977,300	+10
7.Confectionery & Soft Drinks	307,429,800	300,250,700	+2
8.Office Equipment, Computers & Copiers	260,213,000	129,310,000	+101
9.Household Equipment & Supplies	222,363,800	217,869,000	+2
10.Restaurants & Drive-Ins	213,388,500	170,104,100	+25
11.Consumers Services	199,555,100	157,631,900	+27
12.Apparal, Footwear & Accessories	198,783,100	160,300,300	+24
13.Pet Foods & Supplies	159,794,100	148,918,400	+7
14.Home Electronics Equipment	158,406,100	163,823,300	-3
15.Department Stores	147,786,600	111,330,600	+33
16.Jewelry, Optical Goods & Cameras	143,218,000	151,294,100	-5
17.Movies	133,247,400	109,611,200	+22
18.Sporting Goods & Toys	113,089,100	100,444,100	+13
19.Insurance	96,502,900	73,385,100	+32
20.Publishing & Media	82,236,200	75,898,200	+8
21.Travel, Hotels & Resorts outside U.S.	79,488,200	72,663,700	+9
22.Building Materials, Equipment & Fixtures	67,570,900	69,799,700	-3
23.Freight & Industrial Development	49,959,200	24,243,500	+106
24.Investment Brokers	46,384,800	25,779,200	+80
25.Gasoline, Lubricants & Other Fuels	42,495,000	54,863,600	-23
TOTAL TOP 25	$6,738,089,200	$5,959,590,900	+13

Programing

KABC-TV, KTLA challenge May Nielsen numbers

Stations feel ratings service didn't include representative number of Spanish and younger households in spring survey

ABC owned-and-operated KABC-TV Los Angeles has notified the A.C. Nielsen Co. that it intends to cancel its subscription to the ratings service unless alleged "substantial discrepancies" between reporting of the Los Angeles television audience ratings by Nielsen and Arbitron are resolved to its satisfaction. Research director William Johnson said KABC-TV is joining Los Angeles independent KTLA(TV) in announcing its intention to cancel the station's current contract with Nielsen (BROADCASTING, "In Brief," May 28).

"We've had considerable contact with Nielsen," Johnson said in an interview, "[but] we haven't gotten much in the way of answers as to why this situation occurred or why it was allowed to develop to the state that it has. What we're complaining about is their [Los Angeles] meter sample, which not only seems to be out of balance in terms of younger households and Hispanics, but also a very large drop in in-tab households, compared to a year ago."

Specifically, KABC-TV and KTLA are unhappy about the composition of Nielsen's sampling universe, which the firm has conceded as being below the estimated proportion of the area's Spanish-surnamed and younger households. Johnson claims Nielsen's in-tab sample during the May sweeps period has been 446 households, compared with an average daily household reporting total of slightly more than 500 last May. Although both stations acknowledge that Nielsen has taken some steps to correct the problem, Johnson charged "their progress reports have been very sketchy. We haven't seen, until late last week, much of a change in the in-tab sample. One day it got up to 464 households. That was the single highest day during the entire May book."

Johnson believes the discrepancies have hurt KABC-TV and KTLA the most, and said his tracking shows the greatest impact has been in early fringe and early news periods. Both stations have historically attracted a younger audience than others in the market.

It's estimated that the two station contracts have a combined value of more than $1 million annually to Nielsen. Nielsen Vice President Thomas J. Hargreaves, based in Los Angeles, confirmed the discrepancies in an April 12 letter to KTLA Research Director Jan Collins and said the company is making a "concerted effort" to address the problem. Hargreaves told BROADCASTING last Wednesday that there have been some questions directed to Nielsen from other stations in the Los Angeles market regarding the alleged discrepancies, but no other threats of cancellation.

"We are aware of KTLA's and KABC-TV's concerns and we are taking quick action to correct these discrepancies," Hargreaves said. "We don't necessarily feel that it is going to have a significant adverse impact on the ratings reports."

"We feel [Nielsen] is not giving us a true report of the market," KABC-TV's Johnson concluded. "I think it's affecting the entire market, not just ourselves and KTLA... I think there is a question about the reliability of this [May] report." ☐

Six nightly wins pace ABC to victory

Powered by victories on six nights, ABC won the prime time ratings race for the fifth time in the past six weeks since the end of the 1983-84 season. For the week ended May 27, the Nielsen National Television Index showed that ABC came out ahead with a 14.6/27, compared to CBS's 11.7/22 and NBC's 11.5/21.

ABC won every night but Sunday, which NBC took away from traditional winner CBS by 0.3 rating points. And NBC, which this past season has usually been winning Tuesday night, fell back to second place there due to a strong repeat episode (31 share) of ABC's ***Life's Most Embarrassing Moments.***

Also, rating measurements were delayed Tuesday night because of a sustaining presidential press conference that ran from about 8-8:45.

NBC's second part of its mini-series ***The First Olympics: Athens 1896***, kept that network in third place Monday night with an average share of 19. ABC's second part of its mini-series, ***The Mystic Warrior***, earned a 30 share opposite ***First Olympics*** from 9-11.

Other highlights of the week included ABC's ***20/20*** winning the Thursday 10-11 period with a 30 share against a repeat of NBC's ***Hill Street Blues***, which averaged 12.8/24, and ***Sheriff and Astronaut***, a CBS pilot which averaged 13.1/24.

CBS's third place showing Saturday night was attributable in part to the ***CBS Saturday Night Movie***, "Xanadu," which averaged an 18 share. ABC averaged a 26 share for Saturday night based on its regular lineup of ***T.J. Hooker, Love Boat*** and ***Fantasy Island.***

NBC pulled into first place Sunday night with help from an original episode of ***Knight Rider***, which averaged a 25 share and outdrew a repeat of ***Hardcastle & McCormick*** on ABC (average 23 share). NBC then dominated the 9-11 period with its made-for-TV Sunday night movie, "No Man's Land." It averaged a 32 share against the Indianapolis 500, which averaged a 25 share on ABC.

Rank	Show	Network	Rating/Share
1.	Love Thy Neighbor	ABC	20.0/35
2.	The Mystic Warrior, pt. 2	ABC	18.9/30
3.	Lifes-Embarassing Moments	ABC	18.6/31
4.	Cagney & Lacey	CBS	18.4/30
5.	No Man's Land	NBC	17.3/32
6.	One Day at a Time	CBS	17.0/27
7.	Newhart	CBS	16.9/26
8.	A Team	NBC	16.7/29
9.	Funniest Joke-Ever Heard	ABC	16.4/28
10.	20/20	ABC	16.2/30
11.	Riptide	NBC	15.9/26
12.	Hart to Hart	ABC	15.5/31
13.	Invitation to Hell	ABC	15.4/29
14.	Amer's Funniest Foul-Ups	ABC	14.6/25
15.	Fall Guy	ABC	14.5/27
16.	60 Minutes	CBS	14.1/33
17.	Simon & Simon	CBS	14.0/25
18.	Trapper John, M.D.	CBS	13.9/26
19.	Remington Steele	NBC	13.5/26
20.	Love Boat	ABC	13.2/27
21.	Sheriff & The Astronaut	CBS	13.1/24
22.	Scarecrow & Mrs. King	CBS	13.1/23
23.	Indianapolis 500	ABC	12.9/25
24.	Hill Street Blues	NBC	12.8/24
25.	Jeffersons	CBS	12.7/23
26.	September Gun	CBS	12.4/23
27.	Alice	CBS	12.4/22
28.	Cheers	NBC	12.3/22
29.	All Star Family Feud	ABC	12.3/22
30.	T.J. Hooker	ABC	12.2/27
31.	Knight Rider	NBC	12.2/25
32.	Magnum P.I.	CBS	12.0/24
33.	Webster	ABC	12.0/24
34.	Fantasy Island	ABC	11.9/24
35.	Summer Fantasy	NBC	11.8/22
36.	First Olympics: Athens, pt. 2	NBC	11.8/19
37.	Matt Houston	ABC	11.7/21
38.	Family Ties	NBC	11.6/22
39.	Hardcastle & McCormick	ABC	11.3/23
40.	Wonderful TV Game Shows	NBC	11.2/23
41.	Benson	ABC	10.9/23
42.	Gimme A Break	NBC	10.9/22
43.	Every Which Way But Loose	CBS	10.6/19
44.	Domestic Life	CBS	10.4/20
45.	Dukes of Hazzard	CBS	10.0/21
46.	Duck Factory	NBC	10.0/17
47	Double Trouble	NBC	9.9/17
48.	Facts of Life	NBC	9.8/17
49.	St. Elsewhere	NBC	9.6/17
50.	High School U.S.A.	NBC	9.5/19
51.	Zany Adv. Robin Hood	CBS	9.1/16
52.	Diff'rent Strokes	NBC	9.0/21
53.	AfterMash	CBS	9.0/20
54.	Silver Spoons	NBC	8.9/19
55.	Xanadu	CBS	8.9/18
56.	Bugs Bunny Special	CBS	8.7/19
57.	Ripley's Believe it Or Not	ABC	8.5/20
58.	Muppet Movie, pt. 1	CBS	8.5/14
59.	TV's Greatest Commercials	NBC	8.3/17
60.	Four Seasons	CBS	8.0/16
61.	Charlie Brown Special	CBS	7.5/17
62.	College Bowl Nat'l Champ.	NBC	7.4/14
63.	Father Murphy	NBC	3.9/9

amending FM table by assigning Channel 232A to Christiansted as its fifth FM allocation. Comments due July 9; replies due July 24. (MM 84-462). NPRM adopted May 8.

■ Crandon, Wis.—Forest County Television Co. proposed amending TV table by assigning VHF Channel 4 to Crandon. Chief ordered Midwest Radio-Television Inc., licensee of WCCO-TV Minneapolis-St. Paul, to show why its license should not be modified to specify operation on ch. 4+ instead of ch. 4. (MM 84-456). NPRM and Order to Show Cause adopted May 8.

ALJ Thomas B. Fitzpatrick considered following requests:

■ Wicklife, Ky.—Granted motion by WBCE Inc. for summary decision and resolved main studio location issue in its favor. (MM 84-235-236). MO&O adopted May 9.

■ Cedar City, Utah—Granted motion by Michael Glenn Golden and dismissed CMM Inc.'s app. with prejudice; conditionally granted Golden's app. for TV at Cedar City, and terminated proceeding. (MM 84-169-170). MO&O adopted May 7.

ALJ Joseph Chachkin considered following requests:

■ Ashdown, Alaska—Granted motion by LRC Broadcasting Co. for summary decision and resolved city coverage issue in its favor. (MM 83-1228-1229). MO&O adopted May 14.

■ Dallas—Granted motion by High Tech Industries Inc. and dismissed its app. with prejudice. (MM 84-75; 77; 79-84). Order adopted May 8.

■ Dallas—Granted motion by El Canal de la Comunidad and dismissed its app. with prejudice. (MM 84-75-84). Order adopted May 4.

ALJ John H. Conlin considered following requests:

■ Greenville, Ala.—Granted joint motion by Haynes Broadcasting Inc. and Lavon Lynn Henley for approval of agreement and dismissed Henley's app. (MM 84-357-359). Order adopted May 2.

■ Libby, Mont.—Granted joint request for approval of settlement agreement; dismissed West Way Inc.'s app.; granted Lincoln County Broadcasters Inc.'s app. for new FM at Libby, and terminated proceeding. (MM 83-1319-1321). Order adopted May 9.

■ Mansfield, Ohio—Granted joint request by Amos Communications Inc. and Eagle Broadcasting Inc.; dismissed Amos's app.; granted Eagle's app. for TV at Mansfield, and terminated proceeding. (MM 83-1156-1157). Order adopted May 8.

ALJ Joseph P. Gonzalez considered following requests:

■ San Bernardino, Calif.—Granted motion by Coastland Media Systems Inc. and dismissed with prejudice its app. for new TV to operate on ch. 30 at San Bernardino. (MM 83-911-925; 927-928). Order adopted May 9.

■ Largo, Fla.—Granted motion by Largo Broadcasting and Big Time Radio for approval of settlement agreement and dismissed with prejudice app. of J&K Broadcasters for AM in East Fort Myers, Fla. (MM 83-1238-1240; 1242-1244). MO&O adopted May 1.

■ Denton and Justin, both Texas—Granted motion by Word of Faith Outreach center and dismissed its app. with prejudice. (MM 84-92-96). Order adopted May 2.

ALJ Edward Luton considered following requests:

■ San Francisco—Granted joint motion by McCaw Intrastate Cellular Systems and Cellular Network Inc. for approval of third settlement agreement and dismissed McCaw Intrastate's app. with prejudice. (CC 83-716). MO&O adopted May 1.

■ Augusta, Ga.—Dismissed with prejudice app.'s of Carolina Christian Broadcasting Inc., Prime Time Television Inc. and Southern Media Systems Inc. (MM 83-1245-1252). Order adopted May 7.

■ Augusta, Ga.—Granted joint request by Augusta Family Television Ltd. and Augusta 54 Broadcasting Co. for approval of settlement and dismissed with prejudice Augusta Family's app. for TV at Augusta. (MM 83-1245-1252). MO&O adopted May 7.

ALJ Walter C. Miller considered following requests:

■ New Iberia, La.—Granted motion by Guadalupe Enterprises for summary decision and resolved air hazard issue in its favor. (MM 83-1361; 1363-1365). MO&O adopted May 3.

■ Newark, N.J.—Granted request by Digital Paging Systems Inc. and dismissed its app. with prejudice. (MM 84-114-123; 125; 127-138). Order adopted May 7.

■ El Paso and Clint, both Texas—Granted petition by El Paso to enlarge issues against Radio Jalapeno to determine whether, because of John Doran's ownership of and employment intersts in Amerimex International Media Inc., grant of Radio Jalapeno's app. would violate commission's cross-interest policy. (MM 84-56-59). MO&O adopted May 14.

ALJ Frederic J. Coufal considered following request:

■ Natchitoches, La.—Granted petition by William H. Brown and dismissed with prejudice app. of Black Star Broadcasting Co. for new FM at Natchitoches. (MM 83-848-851). Order adopted May 7.

Facilities changes

Applications

AM's

Tendered

■ KAFY (550 khz) Bakersfield, Calif.—Seeks CP to increase power to 1 kw and change to DA-2. App. May 25.

■ WCAS (740 khz) Cambridge, Mass.—Seeks CP to increase power to 15 kw and change freq. to 1090 khz. App. May 25.

Accepted

■ KTMG (1370 khz) Deer Trail, Colo.—Seeks CP to change SL and operate trans. from RC. App. May 25.

■ WNER (1250 khz) Live Oak, Fla.—Seeks CP to make changes in ant. sys. by changing height of tower and reducing ant. output. App. May 25.

■ WXYZ (1270 khz) Detroit—Seeks CP to modify nighttime standard pattern. App. May 25.

■ WBNX (1380 khz New York—Seeks CP to change hours of operation from shared to unlimited. App. May 25.

FM's

Accepted

■ WTVL-FM (98.3 mhz) Watervile, Maine—Seeks CP to change ERP to 50 kw; change HAAT to 302 ft. and change freq. to 98.5 mhz. App. May 25.

TV's

Accepted

■ WKRG-TV (ch. 5) Mobile, Ala.—Seeks MP change TL and change HAAT to 1,706 ft. App. May 25.

■ KTFJ (ch. 36) Hutchinson, Kans.—Seeks MP to change to ERP vis. 2,590.6 kw, aur. 259.06 kw; change HAAT to 1,246 ft. and change TL. App. May 25.

■ KMJD-TV (ch. 38) Pine Bluff, Ark.—Seeks MP to change to ERP vis. 2,668 kw, aur. 266.8 mhz; change HAAT to 1,534 ft. and change TL. App. May 25.

■ WKLJ-TV (ch. 24) Baltimore—Seeks MP to change to ERP vis. 1,180 kw; aur. 118 kw.; change HAAT to 1,073 ft.; change TL; and make changes in ant. sys. App. May 30.

■ WABI-TV (ch. 5) Bangor, Me.—Seeks MP to change to ERP vis. 40 kw, aur. 6 kw; change HAAT to 1,316 ft. and make changes in ant. sys. App. May 30.

Actions

AM's

■ WOKA (1310 khz) Douglas, Ga.—Granted AP to increase daytime radiation efficiency. Action May 16.

■ WJTX (1580 khz) Urbana, Ill.—Returned app. for CP to change hours of operation to day; change freq. to 870 khz and make changs in ant. sys. Action May 21.

■ KBUF (1030 khz) Holcomb, Kans.—Granted app. for CP to change SL; change freq. from 1050 to 1030 khz; change hours of operation to unl. by adding night service with 1 kw DA-2 and make changes in ant. sys. Action May 22.

■ WRFD (880 khz) Columbus-Worthington, Ohio—Granted pet. for reconsideration of app. for CP to increase power to 50 kw and change to DA-D. Action March 19.

■ WHHO (1130 khz) Hilton Head Island, S.C.—Granted CP to change hours of operation to unl. by adding night service with 500 w DA-N and make changes in ant. sys. Action May 16.

FM's

■ KSNI-FM (102.5 mhz) Santa Maria, Calif.—Granted CP to change TL; change ERP to 17 kw; change HAAT to 775 ft. and make changes in ant. sys. Action May 18.

■ WENS (97.1 mhz) Shelbyville, Ind.—Granted app. for CP to change TL and change HAAT to 774. ft. Action May 21.

■ WWKK (105.5 mhz) Fort Knox, Ky.—Granted app. for CP to change TL. Action May 21.

■ *WEEE (89.5 mhz Cherry Hill, N.J.—Returned app. for mod. of CP to change ERP to 1.95 kw and change to directional ant. Action May 14.

■ WCLN-FM Clinton, N.C.—Granted app. for mod. of lic. to change SL. Action May 18.

■ WSEZ (93.1 mhz) Winston-Salem, N.C.—Granted app. for CP to change TL; change HAAT to 483 ft. and make changes in ant. sys. Action May 21.

■ WCPH-FM (104.9 mhz) Etowah, Tenn.—Dismissed app. for CP to change TL; change ERP to .2 kw; change HAAT to 1,126 ft. and change TPO. Action May 22.

■ WNYU (92.3 mhz) Milan, Tenn—Granted CP to change HAAT to 589 ft. ACtion May 16.

■ *KJIC (89.3 mhz) Pasadena, Tex.—Granted app. for CP to change ERP to .383 kw and make changes in ant. sys.

WGBM (102.3 mhz Viroqua, Wis.—Returned app. to change freq. to 102.7 mhz. Action May 22.

Summary of broadcasting as of April 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,747	170	4,910
Commercial FM	3,577	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,464	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	537	23	558
Commercial UHF TV	347	222	562
Educational VHF TV	112	3	114
Educational UHF TV	173	25	198
Total TV	1,169	273	1,452
VHF LPTV	194	74	266
UHF LPTV	78	136	207
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call letters

Applications

Call	*Sought by*
	New FM's
KXTO	Capi Spanish Broadcasting Inc., Odem, Texas
KPCB	R-F Broadcasting Co., Rockport, Tex.
	Existing AM's
KXLQ	KBAB Oak Communications, Inc. Indianola, Iowa
KIIO	KREX XYZ Television Inc., Grand Junction, Colo.
	Existing FM
KVEE	KREX-FM XYZ Television Inc., Grand Junction, Colo.

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Broadcasting ϟ Jun 11

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Cable without glitter:
A serious NCTA
meets in Las Vegas

Vol. 106 No. 24

Broadcasting ◻ Jun 11

NCTA 84: an industry matures
Dingell offers cable-telco compromise language for H.R. 4103 ◻ Hopes rise for radio-only bill

NCTA 84: NEW REALISM ◻ Gone are cable's glitter and speculator days as the industry matures into a down-to-business business. **PAGE 43.**

OLIVE BRANCH ◻ Dingell offers language to quiet cable-telco problems over parts of city-cable compromise on data transmission. **PAGE 45.**

CLEAR SAILING ◻ James Quello breezes through confirmation hearing for another term as FCC commissioner. **PAGE 46.**

CONSTITUTIONAL SCHOOL ◻ ACT and broadcasters to cooperate in campaign to educate children on Constitution's 200th anniversary in 1987. **PAGE 48.**

DOWN TO EARTH ◻ Although exhibit floor was smaller and less crowded than in recent years, observers at the NCTA convention say cable business is still growing. **PAGE 49.** Wirth congratulates NCTA convention for city-cable compromise; Goldwater warns cities he'll go to FCC if agreement is jeopardized by inadequate city support. **PAGE 50**. House and Senate staffers preview course of cable deregulation bills. **PAGE 52.** Top cable executives pronounce industry healthy at opening NCTA general session. **PAGE 53.** Two new programing services, Rainbow Service and Pacific Cable Network, announced. **PAGE 54.** Cable operators' First Amendent rights discussed. **PAGE 60.** House members issue words of praise and caution for city-cable compromise. **PAGE 61.** FCC's Patrick says marketplace is best regulator. **PAGE 63.** State vs. federal regulation of cable is debated. **PAGE 64.** Cable operators schooled on preventing service theft. **PAGE 65.** Operators give creative financing tips. **PAGE 66.** Congressmen debate data-cable issue. **PAGE 66.** Kastenmeier voices hope for copyright legislation. **PAGE 70.** Panelists address ways to keep basic-cable programing costs down. **PAGE 70.** Colony forms local advertising unit. **PAGE 72.**

RADIO RALLY ◻ Joint RAB/ANA workshop hears speaker sing praises of radio. **PAGE 73.**

SCREENINGS ◻ PBS unveils fall programing lineup. **PAGE 74.** Christensen hopes PBS won't be underfunded. **PAGE 75.** HBO, Showtime, ESPN preview upcoming programing on their services at National Cable Forum. **PAGES 76-79.**

FALL CANCELLATION ◻ Telepictures withdraws *Newscope* from production, citing low clearances. **PAGE 79.**

MORE METERS ◻ Local May sweep results are in for Detroit, Boston and Washington. **PAGES 80-82.**

WHAT'S IN A NAME ◻ Record crowds expected for BPA/BDA convention; one agenda topic: proposed name change for organizations. **PAGE 82.**

NORTH CAROLINA DRAMA ◻ Gunman enters WJTM-TV Winston-Salem, N.C., kills general sales manager and takes hostage before surrendering. **PAGE 84.**

ECONOMIC TIPS ◻ ABC's Dan Cordtz gives advice for business reporting. **PAGE 85.**

TALKING CLEARS ◻ FCC hears comments of rules for proposed AM clear channels. **PAGE 86.**

FCC FIGHTER ◻ FCC general counsel, Bruce Fein, has the courage of his convictions. **PAGE 111.**

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of Television Arts and Sciences, luncheon. Speaker: Marc Levinson, president, Picture Music International. Copacabana, New York.

■ **June 21**—*Women in Cable, Chicago chapter,* "Council for Cable Information: A Progress Report by Kathryn Creech, president." Lawry's Prime Rib, Chicago. Information: (312) 399-2250.

June 21-23—*Maryland/D.C./Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau, Ocean City, Md.

June 21-24—Ninth annual *Upper Midwest Communications Conclave.* Sheraton Midway hotel, St. Paul.

June 21-24—*North Carolina Association of Broadcasters* summer meeting. Hotel Meridian, Montreal.

■ **June 22-23**—*Texas Association of Broadcasters* "Radio Day." Crowne Plaza-Holiday Inn, Dallas.

June 22-24—*American Meteorological Society* 14th conference on broadcast meteorology. Holiday Inn-Surfside, Clearwater Beach, Fla. Information: Tom Mahoney, WFRV-TV, P.O. Box 1128, Green Bay, Wis., 54301; (414) 437-5411.

June 22-24—*Foundation for American Communications* "Economics Conference for Journalists," cosponsored by *Gannett Foundation.* New York Hilton, Tarrytown, N.Y. Information: (213) 851-7372.

June 23—*Washington chapter, National Academy of Television Arts and Sciences,* Emmy Awards ceremonies. Wax Museum, Washington.

June 23—*San Diego chapter, National Academy of Television Arts and Sciences,* Emmy Awards ceremonies. Intercontinental hotel, San Diego.

June 23-26—*Georgia Association of Broadcasters* annual convention. Ironworks Convention Center and Hilton hotel, Columbus, Ga.

June 24-27—*Virginia Association of Broadcasters* annual meeting and summer convention. Wintergreen Resort, Wintergreen, Va.

June 25-28—Seventh annual *Visual Communications Congress.* New York Hilton, New York. Information: VCC headquarters, 2378 South Broadway, Denver, 80210; (800) 525-9710.

■ **June 26**—*National Press Club* luncheon. Speaker: Frank Biondi, chairman, HBO **June 26**—*National Association of Broadcasters* seminar on television acquisition. Sheraton Center, New York.

June 26—*Women in Cable, Philadelphia chapter,* cable seminar, one in series. University of Pennsylvania, Philadelphia.

June 27-30—*Florida Association of Broadcasters* 49th annual convention and exhibition. Hotel Royal Plaza, Lake Buena Vista, Fla.

June 27-July 2—*National Press Photographers Association* "Business and Education" convention. Bahia Mar hotel, Fort Lauderdale, Fla.

June 28—"Minority Ownership of New Broadcast Stations" seminar sponsored by *FCC, National Telecommunications and Information Administration and Minority Business Development Agency.* J.W. Marriott hotel, Washington. Information: Zora Brown Kramer, FCC, 1919 M Street, Washington 20554.

June 28—"Is There a Liberal Media Elite in America?" symposium sponsored by the *American Enterprise Institute.* Mayflower hotel, Washington.

■ **June 28**—*Women in Cable, Philadelphia chapter,* cable seminar, one in series. University of Pennsylvania, Philadelphia.

June 28-29—"New Telecommunications Opportunities for Non-Telephone Utilities: Electric/Gas/CATV," sponsored by *Public Utilities Reports Inc.* Capital Hilton hotel, Washington.

June 29-30—*Radio-Television News Directors Association* region 10 meeting with Tennessee AP Broadcasters. Nashville. Information: (202) 737-8657.

June 30—Deadline for entries in *Radio-Television News Directors Association* regional awards. Information: RTNDA, (202) 737-8657.

June 30—*Cleveland chapter, National Academy of Television Arts and Sciences,* Emmy Awards ceremonies. Cleveland Playhouse Square, Cleveland.

July

July 8-20—*National Association of Broadcasters'* 14th management development seminar. University of Notre Dame, South Bend, Ind.

July 9—Deadline for entries in Maggie Awards, presented by *Planned Parenthood Federation of America* for "outstanding media projects dealing with the issues of contraception, abortion, sexuality, education, teenage pregnancy or other family planning concerns." Information: PPFA, 810 Seventh Avenue, New York, 10019.

July 10-12—Cable '84, international exhibition and conference on satellite and cable TV, organized by Online Conferences Ltd., in cooperation with *Cable Television Association of Great Britain, Society of Cable Television Engineers* and *International Alliance for Distribution by Wire.* Wembley Conference Center, London. Information: Online, Pinner Green House, Ash Hill Drive, Pinner HA5 2AE, Middlesex, U.K.; telephone: 01-868-9933.

■ **July 11**—*California Public Radio* program director's workshop. Glorietta Bay Inn, Coronado, Calif. Information: Tom McManus, (619) 265-6431.

■ **July 12-13**—*California Public Radio* annual business meeting. Glorietta Bay Inn, Coronado, Calif. Information: CPR, (805) 541-1295.

July 12-14—*Montana Broadcasters Association* annual convention. Outlaw Inn, Kalispell, Mont.

July 12-14—*Montana Cable Television Association* annual meeting and convention. Huntley Lodge, Big Sky, Mont.

July 14-17—28th annual *Television Programing Conference.* Hyatt Regency Austin, Austin, Tex. Information: Warren Jones Jr., Air University Television, Building 1402, Maxwell Air Force Base, Alabama, 36112.

July 15—Deadline for nominations for historic sites in journalism, to be marked by *Society of Professional Journalists, Sigma Delta Chi,* in 1985. Sites nominated should honor journalists as well as physical locations. Information: Larry Lorenz, department of communications, Loyola University, New Orleans, 70118.

July 15-18—*New York State Broadcasters Association* 23rd executive conference. Rye Town Hilton, Rye, N.Y.

July 15-18—Fifth annual *Penn State* Conference for Minority Journalists. Penn State Sheraton Inn, State College, Pa. Information: Conference for Minority Journalists, 215 Carnegie Building, University Park, Pa. 16802 or Mrs. Templeton, (814) 865-6597.

July 16-18—*Community Antenna Television Association* annual "Community Cable Operator's Seminar (C-COS)." Marriott's Tan-Tar-A Resort and Golf Club, Osage Beach, Mo. Information: (703) 823-6522.

■ **July 17**—*Southern California Cable Association* roundtable, "Urban Marketing Strategies for the Southern California Cable Operator." Speaker: Ed Bennett, executive vice president, Viacom Cablevision. Los Angeles Airport Hilton hotel, Los Angeles.

July 17—"Channel Switching and Commercial Zapping," symposium sponsored by *Media Research Club of Chicago.* Hyatt Regency, Chicago.

July 17-19—Fourth annual *WOSU* broadcast engineering conference. Fawcett Center for Tomorrow, Ohio State University campus, Columbus, Ohio.

July 18—*Caucus for Producers, Writers and Editors*

Errata

Falcon Communications had a basic subscriber count of 110,000 as of April 30, which places it **48th** on BROADCASTING's chart of top 50 cable MSO's (BROADCASTING, June 4). Information arrived after press deadline. Falcon passes 245,000 homes, giving it a basic penetration of 44.9%. It has 335,000 total homes in its franchised areas. Falcon has 165,000 pay subscriptions.

☐

New president and general manager of WPLG(TV) Miami is **G. William Ryan** ("Fates & Fortunes," June 4).

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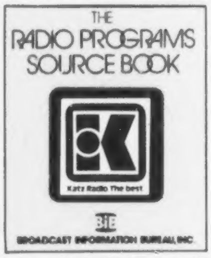
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expects that trend to continue, network executives were claiming last week. (The disclosure was first made in Los Angeles by Warner Communications Inc. Chairman Steven Ross during the company's annual stockholders meeting ["Cablecastings," June 4].) Ross said that Showtime/The Movie Channel, in which Warner has a minority interest, has also started to turn a profit.

John Sykes, vice president of production and promotion for MTV, said the music service has been selling out its six minutes of available national advertising time during its most-viewed time periods, and, if that trend continues, the service should remain in the black. Asked why MTV has taken so long to become profitable, given its wide popularity, Sykes cited the expenses involved in transponder leasing, processing videos, "veejay" and staff salaries, and production costs.

Sykes acknowledged that MTV has received negative feedback from some viewers and cable operators because of the content of some clips and confirmed that some videos have been dropped from the MTV lineup as a result.

"We don't condone blatant violence or blatant sexism in music videos," he declared. He said new videos are reviewed "at least once a week" (MTV receives upward of 40 new tapes each week) by an executive committee that makes a "very subjective" decision on what will be added to the playlist.

Three consultants from the radio industry have been retained by MTV since its inception, Sykes said, but their suggestions are considered as part of several research techniques that include studies of mail, record sales, radio playlists and call-outs to MTV viewers. Rick Carroll and Lee Abrams remain as consultants. Jon Sebastian was a former consultant to the service.

Sykes also announced that MTV in June will present *London Calling*, the sixth in a series of programs about the British rock music scene, hosted by Steve Blackwell. The network is also presenting *The Cutting Edge*, a barter series produced in association with IRS Records about new music groups. He said MTV is actively developing promotional tie-ins with several performers for upcoming concert tours, including Yes, The Pretenders and Bruce Springsteen. Sykes said MTV is "talking with" The Jacksons regarding promotional tie-ins with the groups' fall concert tour. ☐

NBC ties ABC for first in ratings

With eight of the top 10 programs, NBC was able to tie ABC in the eighth week since the end of the 1983-84 prime time season. It was the first time since May 1982 that CBS did not have a show in the top 10.

For the week ending June 3, Nielsen's National Television Index showed ABC and NBC in a tie for first place with each averaging a 13.4 rating/24 share in prime time. With only three programs in the top 20, CBS recorded a 11.5/20, nearly one-third below its 37-week average.

NBC won four nights: Tuesday, Wednesday, Thursday and Sunday. ABC won Monday and Saturday. CBS took Friday.

Although the official beginning of the summer season with its attendant decline in viewing levels might account for the low averages suffered by all three networks, the combined three-network rating and-share levels were under the comparable period last year. For the week ending June 5, 1983, the combined rating/share was 39.2/70 compared to 38.3/68 for the most recent week.

It was a week characterized by a heavy load of repeats and preemptions by specials in the 9-11 block on all three networks. ABC had four movie nights because of the premiere a two-part showing of Sidney Lumet's "Prince of the City" on Tuesday and Wednesday nights.

Highlights of the week, night by night:

■ ABC took Monday night solely on the strength of a repeat broadcast of "The Concorde—Airport '79." The three-hour movie averaged a 17.8/29 and was the number-three ranked show of the week. Runner-up NBC averaged a 15.5/25.3 with a Bob Hope birthday special from 9 to 11 p.m. averaging a 15.6 rating.

■ NBC won Tuesday with repeats of its regular lineup of *A-Team*, *Riptide* and *Remington Steele*. The first part of an *ABC Movie Special* "Prince of the City," captured a 15/24 and outdrew by 4.3 rating points a special broadcast of The Screen Actors Guild 50th anniversary celebration on CBS.

■ Wednesday night, the last night of the Nielsen sweep period (May 3-30), NBC glided into first place with original episodes of its regular lineup of *Real People*, *Facts of Life*, *Double Trouble* (at 18/29, the second-ranked show of the week) and *St. Elsewhere*.

■ It was NBC's regular lineup again that helped it win Thursday night, repeats of *Family Ties*, *Cheers* and *Hill Street Blues* notwithstanding. It was also the fourth consecutive third-place night for CBS, this time being dragged down by the second game of the NBA championship (Los Angeles Lakers vs. Boston Celtics) which averaged a 12.3/23 from 9 to 11. And although NBC won the night, it did most of its work between 9 and 10 with *Cheers* and *Night Court*: CBS won the 8 to 9 block with *Magnum, P.I.* and *20/20* on ABC slipped passed *Hill Street Blues* by 0.2 of a rating point.

■ CBS bounced back Friday for its only nightly win of the week and achieved it by a repeat of a special movie presentation, "City on Fire." Repeats, however, of *Benson* and *Webster* on ABC won the 8 to 9 p.m. block against a repeat of *Dukes of Hazzard*, which with an average 8.4/17 was ranked 53d out of 59 shows of the week.

■ ABC won Saturday night with repeats of *Love Boat* and *Fantasy Island*, and despite NBC's capture of the 8-9 slot with repeats of *Dif-frent Strokes* and *Silver Spoons*, second place still went to CBS because of the lead it maintained in the 9-11 period with a repeat showing of the theatrical, "Defiance."

■ An unusual Sunday night won for NBC. Although CBS's *60 Minutes* dominated at 7 p.m., ABC took over at 8 with a repeat *Hardcastle & McCormick* episode. NBC led the night by almost one full rating point with its movie, "Villian. NBC's sustaining, and thus nonrated, Democratic debate, helped in its win because that period, 7-8 p.m., pulls low numbers. The Tony awards on CBS underperformed the *ABC Sunday Night Movie*, "Orca" opposite it by 3.1 rating points.

Rank	Show	Network	Rating/Share
1.	A Team	NBC	19.3/32
2.	Double Trouble	NBC	18.0/29
3.	Concorde—Airport '79	ABC	17.8/29
4.	St. Elsewhere	NBC	17.0/29
5.	Riptide	NBC	17.0/26
6.	Cheers	NBC	16.8/29
7.	Facts of Life	NBC	16.6/28
8.	Night Court	NBC	16.4/28
9.	20/20	ABC	16.2/29
10.	Remington Steele	NBC	16.1/28
11.	Hill Street Blues	NBC	16.0/28
12.	60 Minutes	CBS	15.9/34
13.	Villain	NBC	15.9/26
14.	Bob Hope Special	NBC	15.6/25
15.	TV Bloopers	NBC	15.4/26
16.	Orca	ABC	15.4/26
17.	Magnum P.I.	CBS	15.1/29
18.	Prince of the City, Part I	ABC	15.0/24
19.	Cagney & Lacey	CBS	14.3/24
20.	Fall Guy	ABC	14.2/23
21.	Prince of the City, Part II	ABC	13.7/23
22.	Fantasy Island	ABC	13.6/28
23.	Three's Company	ABC	13.3/22
24.	Scarecrow & Mrs. King	CBS	13.1/22
25.	Foulups, Bleeps & Blunders	ABC	13.0/22
26.	Webster	ABC	12.5/25
27.	City On Fire	CBS	12.4/23
28.	NBA Championship Game #2	CBS	12.3/23
29.	Tony Awards	CBS	12.3/21
30.	Hardcastle & McCormick	ABC	12.1/23
31.	Newhart	CBS	12.1/19
32.	One Day at a Time	CBS	11.9/19
33.	Benson	ABC	11.8/25
34.	Real People	NBC	11.8/21
35.	Love Boat	ABC	11.7/23
36.	Family Ties	NBC	11.7/21
37.	Oh Heavenly Dog	ABC	11.6/21
38.	AfterMash	CBS	11.5/22
39.	Jeffersons	CBS	11.5/21
40.	Silver Spoons	NBC	11.7/25
41.	Jump	NBC	11.3/22
42.	Bugs Bunny Special	NBC	11.2/20
43.	S.A.G. 50th Anniversary	CBS	10.7/17
44.	Matt Houston	ABC	10.6/19
45.	Defiance	CBS	10.5/21
46.	Diff'rent Strokes	NBC	10.3/24
47.	Time Bandits	CBS	10.2/17
48.	Mama's Family	NBC	10.1/21
49.	Blue Thunder	ABC	10.0/19
50.	Knight Rider	NBC	9.9/19
51.	Muppet Movie	CBS	9.3/16
52.	Ripley's Believe It Or Not	ABC	9.0/19
53.	People Are Funny	NBC	8.5/17
54.	Dukes of Hazzard	CBS	8.4/17
55.	Saturn 3	NBC	8.2/15
56.	Master	NBC	7.6/16
57.	8th Air Force	NBC	7.3/15
58.	Whiz Kids	CBS	7.1/16
59.	Olympic Trials	ABC	6.6/15

*indicates premiere episode

For the Record

As compiled by BROADCASTING, May 31 through June 6, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

Applications

New FM's

■ Bonita Springs, Fla.—Bonita Broadcasting Corp. seeks 96.1 mhz; 100 kw; HAAT: 1,472 ft. Address: 11341 Dean St., Bonita Springs, Fla. 33923. Principal is owned by Audrea Anderson (6.66%), Milagros Garcia (6.66%) and Abigail Pena (6.66%), investors with no other broadcast interests. They will control 100% of voting stock and will be responsible for station management. Filed May 18.

■ *Notre Dame, Ind.—Voice of the Fighting Irish Inc. seeks 89.7 mhz; .3 kw; HAAT: 84 ft. Address: LaFortune Student Center, Notre Dame, Ind. 46556. Principal is independent nonprofit corporation controlled by University of Notre Dame du Lac, Theodore M. Hesburgh, president. University of Notre Dame also owns WNDU-AM-FM-TV South Bend, Ind. and WSND-FM Notre Dame, Ind. Filed May 18.

■ Price, Utah—Dart Inc. seeks 100.9 mhz; 3 kw; HAAT: 113.85 ft. Address: 727 N. 3rd St., Price, Utah 84501. Principal is owned by James M. Dart, and his wife, Ruth (30%), and three sons, Richard (20%), James (20%) and David (20%), and two daughters, Diane (5%) and Merrilyn (5%). They also own KRPX(AM) Price, Utah. Filed May 23.

New TV's

■ Cumberland, Md.—Contemporary Communications Inc. seeks ch. 52; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 1,500 ft.; ant. hgt. above grnd.: 232 ft. Address: P.O. Box 3976, Jackson, Ga. 300233. Principal is owned by Larry G. Fuss (50%), and Rebecca R. Barney (50%). They are also applicants for new FM in Delhi, La., and new TV's in Kingman, Ariz., and Gallup, N.M. (see below). Fuss is also applicant for new UHF in Greenville, Miss., new FM in Marion, Miss., and is part owner of Contemporary Communications of Ga., which is applicant for new FM in Chatom, Ala., and new UHF in Albany, Ga., principally owned by his mother, June G. Fuss. Filed May 25.

■ Gallup, N.M.—Contemporary Communications Inc. seeks ch. 10; ERP vis. 316 kw; aur. 31.6 kw; HAAT: 43 ft.; ant. hgt. above grnd.: 265 ft. Address: P.O. Box 3976, Jackson, Ga. 300233. Principal is owned by Larry G. Fuss (50%), and Rebecca R. Barney (50%). See above. Filed May 25.

■ Block Island, R.I.—Minority Broadcasting of Block Island seeks ch. 69; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 293 ft.; ant. hgt. above grnd.: 167 ft. Address: 2570 Indian Ridge Drive, Glenview, Ill. 60025. Principal is owned by John Travers, broadcast consulting engineer with no other broadcast interests. Filed May 23.

■ Cleveland, Tenn.—Phillip B. George seeks ch. 53; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 340 ft.; ant. hgt. above grnd.: 473.85 ft. Address: 22 Stanley St., Nashville, Tenn. 37210. Principal is broadcast consultant with no other broadcast interests. Filed May 21.

■ Cleveland, Tenn.—Cleveland Community Television Inc. seeks ch. 53; ERP vis. 947.76 kw; aur. 94.776 kw; HAAT: 600 ft.; ant. hgt. above grnd.: 742 ft. Address: 1812 Timber Trail, Cleveland, Tenn. 37311. Principal is owned by Dan Bishop (50%) and his wife, Patricia (50%). They have no other broadcast interests. Filed May 24.

■ Austin, Tex.—Capitol City Community Interests Inc. seeks ch. 54; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 404.75 ft.; ant. hgt. above grnd.: 349 ft. Address: P.O. Box 7345, Austin, Tex. 78713. Principal is headed by David L. Ferguson and owned by Allandale Baptist Church (100%), which is headed by Harold E. O'Chester, pastor. Capitol City Community Interests has no other broadcast interests. Allandale Baptist Church is app. for LPTV on ch. 11 in Austin, Tex., and owns Capitol City LPTV, applicant for 5 LPTV's in Texas. O'Chester is app. for LPTV on ch. 48 in Austin, Tex. Filed May 22.

■ Katy, Tex.—Enigma Corp., U.S.A. Communications Division seeks ch. 51; ERP vis. 55 kw; aur. 11 kw; HAAT: 721 ft.; ant. hgt. above grnd.: 721 ft. Address: P.O. Box 601982, Houston, Tex. 77260. Principal is owned by James O. Brown, president (40%), his brother, David (20%) and six others. Enigma is Houston-based cable TV production, distribution and sales firm. It has no other broadcast interests. Filed May 23.

Actions

FM's

■ *Vero Beach, Fla.—Returned app. of Florida Public Radio for 91.3 mhz; 3 kw; HAAT: 297 ft. Address: 505 Josephine St., Titusville, Fla. 32796. Principal is noncommercial organization headed by Randy E. Henry, president. Action May 25.

■ *Winder, Ga.—Returned app. of Winder Educational Broadcasting Foundation for 91.7 mhz; 383 kw; HAAT: 183 ft. Adress: 125 E. Williams St., Winder, Ga. 30680. Principal is charitable trust headed by Rodney Queen, pastor. Action May 25.

■ *Lewiston, Idaho—Returned app. of Idaho Educational Broadcasting Foundation for 90.9 mhz, 600 w, HAAT: minus 27 ft. Address: P.O. Box 384, Lewiston, Idaho 83501. Counsel: F. Joseph Brinig (Washington). Principal is charitable trust headed by Lewiston trustees, including Richard C. Moore, minister. Action May 25.

■ *Topeka, Kan.—Granted app. of Quality Public Broadcasting Corp. for 88.3 mhz, 35 kw, HAAT: 368 ft. Address: 5712 Massachusetts Ave., Bethesda, Md. 20816. Principal is nonprofit educational institution headed by Eugene R. Bertermann, president, Ruth Free, George R. Douglas Jr. and Lowell Bush who also have voting interest in WWJC(FM) Jackson, Miss.; WDCJ(FM) Lorton, Va.; WPTG(FM) Lancaster, Pa.; WJYJ(FM) Fredericksburg, Va.; WTJY(FM) Lancaster, Wis., and KUUU(FM) Neola, Utah. Action May 24.

■ *Lake Charles, La.—Returned app. of Southwest Educational Media Foundation Inc. for 91.7 mhz, 39.82 kw, HAAT: 377.76 ft. Address: 704 Esplanade, Lake Charles 70605. Principal is nonprofit corporation whose president is T. Kent Atkins, minister. Action May 25.

■ *Clarksville, Tenn.—Returned app. of Austin Peay State University for 91.7 mhz; 3 kw; HAAT: 154 ft. Address: Dunn Center, Clarksville, Tenn. Principal is public educational institution, headed by Robert O. Riggs, president. Action May 25.

■ *Franklin, Va.—Returned app. of Alpha Educational Broadcasting Foundation for 91.7 mhz, 550 w, HAAT: 280 ft. Address: 9546 Shore Drive, Norfolk, Va., 23518. Counsel: F. Joseph Brinig (Washington). Principal is charitable trust headed by, among others, Phyllis J. Offutt, housewife. It has also filed app.'s for Richmond, Tappahannock and Winchester, all Virginia (see below). Action May 25.

■ *Wenatchee, Wash.—Returned app. of Joy Educational Broadcasting Foundation for 89.1 mhz; 100 w;p HAAT: 1,313 ft. Address: 1632 98th Ave., Oakland, Calif. 94603. Principal is headed by Darrell D. Collard, salesman. Action May 25.

TV's

■ Burlington, N.J.—Dismissed app. of Spanish International Communications Corp. for ch. 48; ERP vis. 676 kw, aur. HAAT: 720 ft. Address: 460 W. 42nd St., 4th Floor, New York, N.Y. 10036. Principal is owned by Reynold V. Anselmo, president (24%); Frank L. Fouse (25%); Laura Investment Co. (20%), and 25 others. Action May 4.

■ Chillicothe, Ohio—Granted app. of Triplett & Associates for ch. 53; ERP vis. 63 kw, aur. 6.3 kw; HAAT: 328 ft.; ant. hgt. above ground: 387 ft. Address: Rte. 2, East Sandusky Ave., Bellefontaine, Ohio 43311. Principal is owned by Wendell A. Triplett (49%); his son, Marc (26%); Wendell's brother, Robert (20%), and G.L. Dunnigan and his wife, Sally (5% jointly). Wendell owns WTOO-AM-FM Bellefontaine, WOSE(FM) Port Clinton, both Ohio; WKTC(AM) Lexington, Ky., and WOCR-AM-FM Lebanon, Tenn. Robert is 33% stockholder of WWJM(FM) New Lexington, and 50% of WTRJ(AM) Troy, both Ohio. Marc is Bellefontaine attorney. Dunnigan is employed with Lima, Ohio, trucking company and Sally is controller of Triplett Broadcasting. Action May 25.

Summary of broadcasting
as of April 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,747	170	4,910
Commercial FM	3,577	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,464	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	537	23	558
Commercial UHF TV	347	222	562
Educational VHF TV	112	3	114
Educational UHF TV	173	25	198
Total TV	1,169	273	1,452
VHF LPTV	194	74	266
UHF LPTV	78	136	207
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

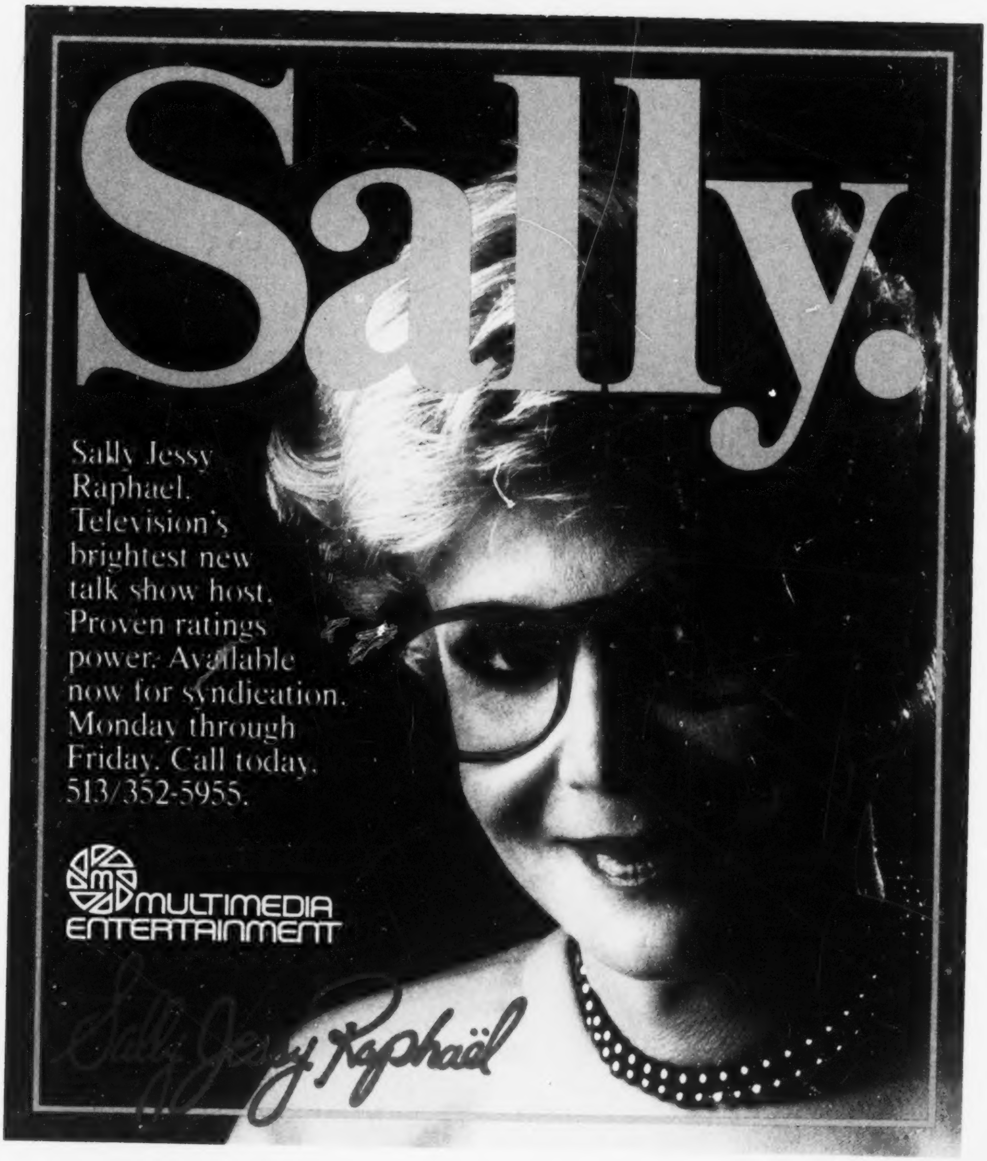
Ownership changes

Applications

■ WXCV-FM Homasassa Springs, Fla. (95.3 mhz; 3 kw; HAAT: 250 ft.)—Seeks transfer of control from Westwind Broadcasting Inc. to WXCV Broadcasting Co. for $573,300, comprising $36,000 cash and remainder note. Sellers are Howard H. Weston and his wife, Patricia (21.33% before; none after), Thad Lowery (32% befor; none after) and Matthew Johns (4% before; none after). Buyer is owned, one-third each, by Steve Manuel and his wife, Barbara, who already own 21.33%; Bruce Snow and his wife, Cynthia, who already own 21.33%, and James H. Kimbrough. Snow, Manuel and Weston also own WWJB(AM) Brooksville, Fla. Kimbrough is Brooksville bank executive. Lowery and Johns have no other broadcast interests. Filed May 31.

The Fifth Estate

Broadcasting ⚡ Jun 18



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tive, to form a new company that will produce motion pictures, television programs, legitimate theater productions "as well as various ventures in the fields of communications and broadcasting." The new firm is called the Rule/Starger Co. and will be equally owned by the two principals.

The move is not unexpected. It was reported earlier that Rule would announce his resignation from the ABC board to pursue interests in television production ("Closed Circuit," May 7) and that his stepping down after serving 14 years on the ABC board was necessary to avoid conflict of interest.

Rule and Starger go back a way together. Starger joined ABC from BBDO in 1967 as vice president in charge of programs, East Coast (Rule was vice president and general manager of the network's KABC-TV Los Angeles at the time). By 1969, when Starger was vice president in charge of programing and Rule was president of the ABC-TV Network, they began to work closely. It was in 1975, after Starger had become the first president of ABC Entertainment and Rule was president of ABC Inc. that the former left to form his own production company with an exclusive ABC television contract.

In an interview, Starger said the first thing Rule/Starger will concentrate on is the development and production of feature motion pictures, but he expects television productions to follow soon. This time, he said, there is no exclusive arrangement with ABC, and the company is free to produce for all three networks. Eventually, Starger added, the company may become involved in radio and television station ownership, but there is "nothing specific at this time."

Starger's exclusive production deal with ABC produced the three-hour made-for-TV movie, *Friendly Fire*; a one-hour special, *Rock Follies*, and 13 episodes of a one-hour series titled *West Side Medical*. He also served as executive producer of the *ABC Theater* presentation of "The Elephant Man," and was the executive producer of motion pictures "On Golden Pond," "Sophie's Choice," "The Muppet Movie" and "Autumn Sonata." Starger said his current company, Marstar Productions, will continue its current ventures, but all forthcoming projects will come out of Rule/Starger.

And although Rule/Starger has no exclusive arrangements with ABC, it seems likely that the network (which has a motion picture division) could be a future client or partner. As one ABC source put it: "[Rule] is not going to have any trouble with his productions getting a reading at ABC." ☐

CBS, NBC tie for ratings week

The NBA championship games on CBS and a strong Monday and Tuesday night on NBC caused those two networks to tie in the prime time ratings for the week ended June 10. It was the second consecutive tie for NBC, which tied for first place with ABC the week before with an average 13.4/24. According to Nielsen's National Television Index, CBS and NBC each earned an average rating of 12.3 and an average share of 23 while ABC pulled an average 11.1/21.

Despite its loss, ABC won more nights than either of the other networks: Wednesday, Friday and Saturday. CBS won Thursday and Sunday while NBC took Monday and Tuesday.

It was a week characterized by a heavy load of series repeats on all three networks—the second such week since the networks went full throttle into the rerun season following the end of the May sweeps. Excluding specials and sports, CBS and NBC each ran only an hour and a half of new programing, compared to ABC which ran three hours.

The combined three-network average rating/share was 35.7/67, down from 36.3/71 for the comparable period a year ago. Despite a slight increase in TV households in 1984 over 1983, the net loss was 321,000 TV households per average minute.

Highlights of the week, night by night:

■ A special doubleheader *ABC Monday Night Baseball* kept that network in third place all night, never climbing above a 10.1 rating. NBC won the night with a repeat of *Bloopers and Pratical Jokes* followed by a repeat broadcast of the 1981 TV movie, *Born To Be Sold*, starring Lynda Carter. At a 16.2/27, it was the third ranked show of the week.

■ Tuesday night went to NBC based on repeats of its regular lineup of *A-Team, Riptide*, and *Remington Steele*. And despite ABC squeezing ahead of CBS in the 8-9 period with repeats of *Foul Ups, Bleepers & Blunders* and *Three's Company* against a *CBS Reports* documentary by less than one rating point, CBS pulled ahead with a repeat of its *Tuesday Night Movie—Two Lives of Carol Letner* at 9-11.

■ ABC had its first of three nightly wins Wednesday as a special *ABC Wednesday Night Movie*, a 1978 theatrical titled "Moment by Moment" and starring Lily Tomlin and John Travolta, outdrew the fourth game of the NBA championship on CBS by 1.9 rating points. NBC was still able to come in second place ahead of CBS, despite a close race most of the night, by virtue of an extra rating point garnered from a repeat of *Facts of Life*

■ Thursday night was an easy win for CBS as *Magnum, P.I.* and *Simon & Simon* dominated the 8-10 block. But CBS fell back to third place at 10-11 as *Knots Landing* had to give way to *20/20* on ABC and *Hill Street Blues* on NBC.

■ Friday night belonged to ABC as repeats of its regular series lineup swept the 8-9 period, and *Blue Thunder* and *Matt Houston* kept close and eventually overtook the fifth game of the NBA championship in the 9-11 period on CBS. NBC remained in a distant third for the entire night, averaging a 9 rating.

■ ABC won Saturday night with repeats of its regular lineup of *T.J. Hooker, Love Boat* and *Fantasy Island*. CBS came in third for the night with an average 6.4 rating due to a poor lead-in from *Mama Malone* and a weak performance by a repeat of the theatrical "The Jazz Singer."

■ CBS took Sunday night with its regular series lineup—*60 Minutes* had a 36 share. NBC's *Knight Rider* dominated the 8-9 period. ABC came in third with a repeat of the theatrical "The Bad News Bears Go To Japan" which at 7-9 pulled an 8.1/17.

Rank	Show	Network	Rating/Share
1.	Simon & Simon	CBS	18.4/32
2.	Trapper John, M.D.	CBS	17.4/31
3.	Born To Be Sold	NBC	16.2/27
4.	60 Minutes	CBS	16.1/36
5.	Alice	CBS	15.9/27
6.	20/20	ABC	15.3/28
7.	Magnum P.I.	CBS	15.2/30
8.	Joe Dancer	NBC	15.2/27
9.	A Team	NBC	15.0/29
10.	Moment By Moment	ABC	15.0/26
11.	TV Bloopers and Practical Jokes	NBC	14.8/27
12.	Love Boat	ABC	14.7/30
13.	Cagney & Lacey	CBS	14.6/24
14.	Hill Street Blues	NBC	14.5/27
15.	Matt Houston	ABC	14.5/27
16.	Jeffersons	CBS	14.5/26
17.	Scarecrow & Mrs. King	CBS	14.4/27
18.	Facts of Life	NBC	14.2/24
19.	Remington Steele	NBC	14.1/25
20.	Riptide	NBC	13.9/24
21.	Newhart	CBS	13.9/23
22.	Cheers	NBC	13.8/25
23.	Night Court	NBC	13.8/24
24.	Two Lives of C. Lether	CBS	13.5/23
25.	One Day at a Time	CBS	13.3/23
26.	Fantasy Island	ABC	13.2/27
27.	NBA Championship Game #4	CBS	13.1/24
28.	Family Ties	NBC	13.0/25
29.	Fall Guy	ABC	13.0/24
30.	St. Elsewhere	NBC	13.0/23
31.	Gimme A Break	NBC	12.5/26
32.	Duck Factory	NBC	12.2/21
33.	T.J. Hooker	ABC	12.1/27
34.	NBA Championship Game #5	CBS	12.1/23
35.	Webster	ABC	11.9/25
36.	Blue Thunder	ABC	11.9/23
37.	Lions of Etosha	CBS	11.9/22
38.	D-Day Plus 40	NBC	11.7/22
39.	Knight Rider	NBC	11.5/23
40.	Knots Landing	CBS	11.5/21
41.	Hotel	ABC	11.5/20
42.	Three's Company	ABC	11.3/21
43.	AfterMash	CBS	11.2/23
44.	Silver Spoons	NBC	11.1/24
45.	Foulups, Bleeps & Blunders	ABC	10.8/21
46.	D-Day & Eisenhower	CBS	10.6/20
47.	Four Seasons	CBS	10.5/21
48.	Skeezer	NBC	10.4/20
49.	Monday Night Baseball	ABC	10.4/18
50.	Hart to Hart	ABC	10.3/18
51.	Benson	ABC	10.2/23
52.	Diff'rent Strokes	NBC	10.0/23
53.	Mama's Family	NBC	9.7/20
54.	Hardcastle & McCormick	ABC	9.7/17
55.	Dukes of Hazzard	CBS	9.5/21
56.	People Are Funny	NBC	8.8/17
57.	Rousters	NBC	8.6/17
58.	Baseball Pre-game	ABC	8.2/17
59.	Bad News Bears In Japan	ABC	8.1/17
60.	Crossed Swords	ABC	6.9/13
61.	The Jazz Singer	CBS	6.7/14
62.	Olympic Boxing Trials	ABC	6.5/12
63.	Homemade Comedy Special	NBC	6.1/13
64.	Mama Malone	CBS	4.6/11
65.	Father Murphy	NBC	3.8/9

*indicates premiere episode

National spot radio continues climb

National spot radio expenditures for April soared 23.4% to $83,626,400 ("Closed Circuit," June 4), according to data released by Larchmont, N.Y.-based Radio Expenditure Reports (RER). Spot business activity in all of the top 10 markets was up, with Dallas-Fort Worth leading the pack with a 31% increase. New York registered the smallest increase—8.8%. In addition, the top 10 markets accounted for 51.2% of all radio ad expenditures in the top 50 markets. The chart below highlights monthly spot billings for January through April.

Spot Radio Expenditures

	1984	*1983*	*% of change*	*% of change (YTD)*
January	$39,953,400	$39,173,600	+2.0	
February	$47,473,500	$45,550,800	+4.2	+2.9
March	$58,038,300	$54,401,900	+6.7	+5.9
April	$83,626,400	$54,193,900	+23.4 *	+11.8 *

* April percentages have been adjusted to account for five-week billing month as compared to standard broadcast billing month of a year ago.

Dr. Leslie A. Morgan; Ted Bolton, president of Ted Bolton Associates, the media and marketing research firm; Barbara Caplan, vice president of Yankelovich, Skelly & White Inc., the consulting and marketing research firm; Arbitron's vice president of radio sales development, Rupert (Rip) Ridgeway, and the keynote speaker, Maurie Webster, president of the Radio Information Center in New York.

"Radio has a lot of features it can offer," said Arbitron's Ridgeway. "Radio is a companion. It's a source of information. It's a friend that you can turn on when you want to. It's entertainment. It's music." According to RIC's Maurie Webster, 95% of all people in America listen to radio weekly, and radio's strength at night is approximately equal to television's daytime strength. Arbitron's figures show that 92% of all men and women are reached during drive time (Monday through Friday, 6-10 a.m.). And Ted Bolton describes the resulting changes in the industry: "Lots of radio stations are becoming very, very sophisticated in marketing. . . . These radio guys are out on the street fighting it out, and the competition is incredible."

But today's Americans are becoming a different breed. "People no longer believe in unlimited personal or national growth," said Yankelovich's Barbara Caplan. They "believe that they cannot have it all, they cannot be it all, they cannot do it all." But "they are very upbeat in their ability to make the most out of what they've got." According to Caplan, today's Americans are smart shoppers who are in search of "usable, accessible, valuable" information. They are committed to health and fitness; they pay more attention to wisdom and experience; they have a sense of community; they are interested in theater, special events and reviews of products, and they are beginning to accept the aging experience. And the younger part of the baby boom, she said, spend more time at home because they are "exhausted from upward mobility."

According to Dr. Leslie Morgan, today's adult is still defined in terms of the adult of the 1950's—and that comparison is erroneous. "We've used age as a means of trying to predict an individual's interests, their activities, their behaviors, their goals, their orientation toward life," she said. But whereas that older group—the 60-plus adults, the parents of the baby boom—were shaped by the Great Depression, "socking a lot of money away in savings because of their experience," the baby boomers became adults in the era of Vietnam and Watergate, and thus are skeptical, questioning, more highly educated and affluent than their parents, and more consumer-oriented. They are also, according to everyone at the convention, quickly becoming the largest market in the country.

As a whole, the 35-64 age group makes up 31.3% of U.S. population overall, Morgan's statistics say. And over the next 10 years approximately 39.5 million more persons will enter this age group. Why is this important? Because 73 million of them listen to radio. And, said Ridgeway, "the key to this dynamic age group is to understand how they use radio. When they listen, what they're listening to, where they are when they're listening, what kinds of services they need." There are, he said, "more 35-64's listening during every quarter-hour from 5 a.m. to 2 p.m. than any other demographic." AM-FM differences "are not a worry. This is the only demographic where this is not a worry." Said Barbara Caplan: "They have been neglected precisely because they have been misunderstood."

And there are many misconceptions about the 35-64 age group. They are not passive victims of poor health with low incomes, impervious to advertising, said Webster. And they often are not brand loyal, he continued, although some advertisers seem to believe that "brand loyalty is something like hardening of the arteries: It sets in and it never changes." Caplan defined the 35-64-year-olds as consumers with new values who live in the present because the future is uncertain, "unlike your grandfather, who only wanted to be the richest man in the cemetary so he could pass on the money to his children." Yet, she said, she is asked by clients interested in the demographic: "Should we have ramps? Should we have early-bird specials? Should we put lights on the table so they can see?"

The message of the 35-64 Committee's conference was obvious: 35-64-year-olds are out there, and they have money to spend. Said Maurie Webster: "What we have today is an older America, and it is slowly being recognized." And it is calling attention to itself. At one of the day's sessions, an audience member described a sign he had seen on the back of a motor home. It said: "We're enjoying our children's inheritance." ☐

Bolton

Webster and Dorf

Ridgeway

Cabo Rojo, P.R. 00623. Principal is sales manager and 45% owner of WEKO(AM) Cabo Rojo, P.R., she is selling her interest in station to her husband, David (see Ownership Changes) and upon FCC approval will have no other broadcast interests. Filed June 11.

■ Cabo Rojo, P.R.—Occidental Broadcasting Corp. seeks 102.3 mhz; 3 kw; HAAT: 798 ft. Address: 366-S P.O. Box 3685, Mayaguez, P.R. 00709-3685. Principal is owned by Fernando L. Sumaza, and his wife, Diana, and Luis Roberto Santos, and his wife, Susan (25% each). They have no other broadcast interests. Filed June 12.

■ Bluffton, S.C.—Inter-Island Broadcasting Co. seeks 107.1 mhz; 3 kw; HAAT: 203 ft. Address: P.O. Box 640, Tybee Island, Ga. 31328. Principal is owned by E.D. Steele (51%) and Andrew H. Christian (49%). Steele owns WGML(AM) Hinesville, Ga. and is app. for LPTV in Hilton Head, S.C. Christian is Manager of Savannah Ice Co. Filed June 5.

■ Mitchell, S.D.—Great Plains Educational Broadcasting Trust seeks 90.8 mhz; 645 w; HAAT: 110 ft. Address: 408 S. Hawthorne Ave., Sioux Falls, S.D. 57104. Principal is nonprofit corp. headed by Dr. Ronald Tottingham. It is app. for 6 new FM's in South Dakota. Filed June 8.

■ Plainview, Tex.—Atkins Broadcasting seeks 103.9 mhz; 3 kw; HAAT: 235 ft. Address: 7146 Bayberry Lane, Dallas, Tex. 75249. Principal is owned by T. Kent Atkins, who is president of Southwest Educational Media Foundation, app for 5 new FM's (see above). Filed June 11.

■ *Winchester, Va.—Timber Ridge Ministries seeks 91.3 mhz; 300 w; HAAT: 1,350 ft. Address: 114 W. Boscawen ST., Winchester, Va. 22601. Principal is nonprofit corporation headed by Leona F. Choy, with no other broadcasting interests. Filed June 5.

■ Long Beach, Wash.—Leverrier Broadcasting Co. seeks 100.1 mhz; 3 kw; HAAT: 300 ft. Address: 5205 Brookway Dr., Bethesda, Md. 20816. Principal is owned by Richard R. Leverrier (49%) and his wife, Leigh (51%). Richard is account executive with WGMS-AM-FM Rockville, Md. It is also app. for new FM in Albany, Minn. Richard also has interest in app. for new FM in Middletown, Md. and Leigh is app. for new FM in Ocean View, Del. Filed June 11.

TV's

■ Mobile, Ala.—Mobile TV 61 Inc. seeks ch. 61; RP vis. 5,000 kw; aur. 500 kw; HAAT: 2,000 ft.; ant. height above ground: 1,915 ft. Address: 406 3rd Ave. N., Columbus, Miss. 39701. Principal is owned by Wilbur O. Colom (90%), Douglas M. Wicks (5%), and Les Range (5%). Colom is owner of CP for new AM in Artesia, Miss., and app. for new TV in Nashville, and Albany, Ga. Filed May 30.

Summary of broadcasting
as of April 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,747	170	4,910
Commercial FM	3,577	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,464	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	537	23	558
Commercial UHF TV	347	222	562
Educational VHF TV	112	3	114
Educational UHF TV	173	25	198
Total TV	1,169	273	1,452
VHF LPTV	194	74	266
UHF LPTV	78	136	207
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Santa Barbara, Calif.—Rainbow Television Group seeks ch. 38; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 3,016 ft.; ant. height above ground: 100 ft. Address: 6353 Homewood Ave., Hollywood, Calif. 90028. Principal is owned by Rae A. Compton (50%), Mary E. Gjolme (25%), and her mother, M.R. Jackson (25%). Jackson is 23.75% owner, and Compton's father, Ray Webb, also has interest in app. for new UHF in Barstow, Calif. Filed June 6.

■ Santa Barbara, Calif.—Willshire District Broadcasting Co. seeks ch. 38; ERP vis. 21.76 kw, aur. 2.176 kw; HAAT: minus 408.5 ft. ant. height above ground: 142 ft. Address: 1888 Century Park E., Los Angeles, Calif. 90067. Principal is owned by Michael Everling (50%) and Mark Pierce (50%). Individuals with no other broadcast interests. Filed June 7.

■ Fort Pierce, Fla.—Florida Educational Television Inc. seeks ch. 21; ERP vis. 2,285.6 kw, aur. 26.6; HAAT: 973 ft. Address: 1120 S.W. 19th St., Boca Raton, Fla. 33432. Principal is nonprofit corporation headed by Dr. R. William Henkel. It has no other broadcast interests. Filed June 6.

■ Venice, Fla.—Holiday Group, Ltd. seeks ch. 62; ERP vis. 2,951 kw, aur. 295 kw; HAAT: 774 ft.; ant. height above ground: 775 ft. Address: 1700 S. Tamiami Trail, Venice, Fla. 33595. Principal is owned by Ronald L. Cournoyer (2%), Robert A. Groter, and his wife, Elaine (49% jointly), and Ronald D. Davis, and his wife, Janice (49% jointly). It is investor in real estate and broadcast property development. Filed June 8.

■ Albany, Ga.—Albany Broadcasters Inc. seek ch. 52; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 962.5 ft.; ant. height above ground: 1,023 ft. Address: 406 Third Ave. North, Columbia, Miss. 39701. Principal is owned by Wilbur O. Colom (90%), Harold Bowen (4%) and William Dilday (6%). Colom also has app. for new TV's in Nashville, and Mobile. Filed May 30.

■ Pittsburg, Kans.—Family Broadcasing Co. seeks ch. 14; ERP vis. 1,708 kw, aur. 170. kw, HAAT: 480 ft. ant. height above ground: 505 ft. Address: 105 W. Jefferson, Fairfield, Iowa 52556. Principal is owned by Jerry D. Montgomery, and his wife, Donna. It is also app. for new FM in San Angelo, Tex. and Carlsbad, N.M. and new TV in Grand Island, Neb. and Sioux Falls, S.D. (see below). Filed June 1.

■ Grand Island, Neb.—Family Broadcasing Co. seeks ch. 17; ERP vis. 1,488 kw, aur. 148 kw; HAAT: 931 ft. ant. height above ground: 934 ft. Address: 105 W. Jefferson, Fairfield, Iowa 52556. Principal is owned by Jerry D. Montgomery, and his wife, Donna. It is also app. for new FM in San Angelo, Tex. and Carlsbad, N.M. and new TV in Sioux Falls, S.D. and Pittsburg, Kans. (see below and above). Filed June 1.

■ Sioux Falls, S.D.—Family Broadcasing Co. seeks ch. 17; ERP vis. 1,636.3 kw, aur. 163.6 kw; HAAT: 791 ft. ant. height above ground: 630 ft. Address: 105 W. Jefferson, Fairfield, Iowa 52556. Principal is owned by Jerry D. Montgomery, and his wife, Donna. It is also app. for new FM in San Angelo, Tex. and Carlsbad, N.M. and new TV in Grand Island, Neb. and Pittsburg, Kans. (see above). Filed June 1.

■ Cleveland, Tenn.—WFLI Inc. seeks ch. 53; ERP vis. 1,530 kw; aur. 153 kw; HAAT: 960 ft. ant. height above ground: 1,023 ft. Address: 621 O'Grady Dr., Chattanooga, Tenn. 37409. Principal is owned by William E. Benns (47%), Ying Hua Benns (6.1%), Robert A. Benns (20.7%), Michael J. Benns III (17.7%), Patricia B. Komorowski (4.9%) and Harold B. Loyd (4.6%). William, Robert, and Michael also own, in slightly different percentages, WJLY(AM)-WHYW-AM Braddock, Pa. Robert and Michael own WMYK(FM) Elizabeth City, N.C. and with Komorowski have part interest in WZAM(AM) Norfolk, Va. William E. Benns III is employed at WZAM and WMYK, Loyd is employed by WFLI(FM). Filed May 30.

■ Cleveland, Tenn.—Cleveland Television Inc. seeks ch. 53; ERP vis. 5,000 kw, aur. 500 kw. HAAT: 957 ft. ant. height above ground: 1,023 ft. Address: Rt. 2 Box 375, Cleveland, Tenn. 37311. Principal is owned by Catherine J. Robinson (10% with 100% voting stock) and Valerie S. Dixon (90%). Robinson is app. for new FM in Duluth, Minn., Dixon has small interest in WOAC(TV) Canton, Ohio and app. for LPTV in Rocky Mount, N.C. Her father H. Bernard Dixon has interests in seven TV's, one AM, and is 33.5% app. for same LPTV as Valerie. Filed May 30.

■ McMinnville, Tenn.—Warren County Broadcasters seek ch. 33; ERP vis. 720 kw, aur. 72 kw; HAAT: 305 ft.; ant. height above ground: 291 ft. Address: 309 Edge Wood Dr., McMinnville, Tenn. 37110. Principal is owned by Bryan E. Knight (50%), Paul H. Rigsby (25%), and Carl B. Hillis (25%). Knight is superintendent of Warren County Public Schools, Hillis and Rigsby are McMinnville businessmen with no other broadcast interests. Filed June 7.

Goodson-Todman's
FAMILY FEUD
Hosted by
Richard Dawson

#1
-IN-
MIAMI

-ON-
WPLG
Monday—Friday
7:30—8:00 PM

Family Feud, with a 12.7 rating and 22 share, outpaces PM Magazine by 49% and Entertainment Tonight by 34%.

Source: Arbitron, May 1984

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The Fifth Estate

Broadcasting Jun 25

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Vol. 106 No. 26

Broadcasting ◪ Jun 25

Latest DBS movements from Hubbard, CBS
Cable victorious in liquor advertising case
Broadcasters find music videos profitable

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leaders among broadcast news personnel," sponsored by *Society of Professional Journalists, Sigma Delta Chi.* KRON-TV San Francisco. Information: SPJ/SDX, 840 North Lake Shore Drive, Chicago, 60611; (312) 649-0211.

Sept. 23—*Academy of Television Arts and Sciences* 36th annual prime time Emmy Awards presentation on CBS-TV, originating from Pasadena (Calif.) Civic Auditorium. Governors' Ball follows at Century Plaza hotel, Los Angeles.

Sept. 23-25—Third annual Great Lakes Cable TV Expo '84, sponsored by *Illinois-Indiana Cable TV Association* and *Michigan Cable TV Association*. Indianapolis Convention and Expositidn Center, Indianapolis. Information: Shirley Watson, (618) 249-6263.

Sept. 24—Broadcast management engineering seminar, sponsored by *University of Wisconsin-Extension*. Holiday Inn Southeast, Madison, Wis. Information: Don Borchert, (608) 263-2157.

Sept. 24-26—*National Cable Television Association* third minority business symposium, "Cable Television: The View From the '80's." Speakers include Bill Daniels, chairman, Daniels & Associates, Frank Biondi, HBO chairman, and Congressman Parren Mitchell (D-Md.). Marbury House hotel, Washington.

■ **Sept. 25**—*International Radio and Television Society* opening newsmaker luncheon. Speaker: Leonard Goldenson, chairman, ABC Inc. Waldorf Astoria, New York. Information: (212) 867-6650.

Sept. 25-27—30th annual "Broadcasters' Clinic," sponsored by *University of Wisconsin-Extension*. Holiday Inn Southeast, Madison, Wis. Information: Don Borchert, (608) 263-2157.

Sept. 28-30—*North Dakota Broadcasters Association* annual convention. Ramada Inn, Grand Forks, N.D.

Sept. 28-30—*Florida Association of Broadcasters* annual fall conference. Sandpiper Bay Resort, Port St. Lucie, Fla.

Sept. 30-Oct. 2—*New Jersey Broadcasters Association* 38th annual convention. Golden Nugget casino/hotel, Atlantic City, N.J.

Sept. 30-Oct. 2—*Washington State Association of Broadcasters* annual fall conference. Red Lion Inn, Pasco, Wash.

October

Oct. 1-5—*London Multimedia Market III*. Gloucester hotel, London. Information: LMM, 33 Southhampton Street, London, WC2E 7HQ, London, telephone: 01-240-8676.

Oct. 8-11—First international Music Video Festival of Sanat-Trope[illegible], sponsored by *French Television Channel, TF1*, and *R.S. Communication*, publisher of *Video Club*, French professional magazine. Hotel Byblos, Saint-Tropez, France.

Oct. 10-14—*Women in Communications* national professional conference, with presentation of Clarion Awards. Theme: "Striving for Excellence." Westin hotel, Seattle.

Oct. 11-14—*National Black Media Coalition*'s 11th annual conference. Theme: "Beyond '84: New Roles, New Goals." Shoreham hotel, Washington.

Oct. 11-14—*Missouri Broadcasters Association* fall meeting. Marriott's Pavillion hotel, St. Louis.

Oct. 12-14—*Illinois News Broadcasters Association* fall convention. Collinsville Hilton, Collinsville, Ill.

Oct. 14-16—*Pennsylvania Association of Broadcasters* annual fall convention. Hershey Motor Lodge and convention center, Hershey, Pa.

Oct. 15-19—*Southern Educational Communications Association* conference and "SECA Center for Instructional Communications Postsecondary Screening." Adam's Mark hotel, Houston.

Oct. 16-18—*Mid-America Cable TV* convention. Hilton Plaza hotel, Kansas City, Mo. Information: (913) 841-9241.

Oct. 19-20—*Friends of Old-Time Radio* annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

Oct. 21-23—Communications Expo '84, joint conference and national trade show sponsored by *Canadian Association of Broadcasters* and *Western Association of Broadcast Engineers*. Edmonton Convention Center, Edmonton, Alberta. Information: Gerry Action, (613) 233-4035.

Oct. 21-24—*North Carolina Association of Broadcasters* fall convention. Marriott, Charlotte, N.C.

Oct. 22-24—*New York State Broadcasters Association's* 30th annual meeting. Americana Inn, Albany, N.Y.

Oct. 24-26—*Ohio Association of Broadcasters* fall convention. New Capitol Square Hyatt, Columbus.

Oct. 25—Presentation of CEBA Awards, honoring excellence in advertising and communications geared to African-American audiences, by *World Institute of Black Communications*. New York Hilton, New York. Information: Linda Bowie, (212) 586-1771.

■ **Oct. 25**—*International Radio and Television Society* newsmaker luncheon. Waldorf Astoria, New York.

Oct. 26-29—*Texas Association of Broadcasters* engineering conference. Hyatt Regency hotel, San Antonio, Tex.

Oct. 28-30—*Texas Association of Broadcasters* management convention. Hyatt Regency hotel, San Antonio, Tex.

Oct. 28-Nov. 2—*Society of Motion Picture and Television Engineers* 126th technical conference and equipment exhibit. New York Hilton, New York. Information: (914) 472-6606.

Oct. 30-Nov. 1—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

November

Nov. 2—*Montana Broadcasters Association* sales clinic. Village Red Lion Motor Inn, Missoula, Mont.

Nov. 5-13—China Comm '84, exhibition and conference covering telecommunications, electronics and computers. Beijing Exhibition Center, Beijing, China. Information: Clapp & Poliak International, P.O. Box 70007, Washington, 20088; (301) 657-3090.

Errata

BROADCASTING's June 4 story on **FCC Commissioner Mimi Dawson's** appearance before the American Women in Radio & Television convention in Chicago erred in quoting her as saying "we [the FCC] certainly **cooperated** [with the administration] in financial interest/network syndication." Laboratory analysis of the hard-to-hear tape reveals that actual phrase as being: "we certainly **recall the great** financial interest and syndication matter." (Commissioner Dawson's disavowal of the "cooperated" statement appeared in "Open Mike" June 11.)

□

Top 50 MSO list in June 4 issue listed **Caltec** (number 48) as separate company when in fact it is **owned by Comcast.** Comcast numbers in list included Caltec's subscribers.

□

Securities and Exchange Commission **investigation of CBS employes focuses on series in** *CBS Evening News*, not *60 Minutes* as reported June 4 issue.

□

Director of program development for Showtime, quoted in June 11 "Special Report," **is Harry Chandler.**

□

Local **sweeps report on Detroit** in June 11 issue should have identified **WDIV-TV** as programing *Wheel of Fortune* at 7:30-8 p.m. and not **WXYZ-TV,** which airs *People's Court* during that time period.

Nov. 7-9—*Oregon Association of Broadcasters* fall meeting. Salisham, Lincoln City, Ore.

Nov. 7-9—*Television Bureau of Advertising* annual meeting. Hyatt, Chicago.

Nov. 14—*Ohio Association of Broadcasters* financial management workshop. Columbus Hilton Inn North, Columbus, Ohio.

Nov. 17-20—*AMIP '84, American Market for International Programs*, second annual program marketplace, organized by Perard Associates with MIDEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach. Information: Perard, 100 Lafayette Drive, Syosset, N.Y., 11791, (516) 364-3686.

Nov. 19—International Emmy Award dinner, sponsored by *National Academy of Television Arts and Sciences*. Sheraton Center, New York.

■ **Nov. 27**—*International Radio and Television Society* newsmaker luncheon. Waldorf Astoria, New York.

December

Dec. 3-6—*American Enterprise Institute* "Public Policy Week." Washington.

Dec. 5-7—Western Cable Show, annual convention of *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

Dec. 5-7—*Radio-Television News Directors Association* 39th international conference and exposition. San Antonio Convention Center, San Antonio, Tex.

Dec. 9-10—*NBC* midseason promotion executives conference. Innisbrook resort, Tarpon Springs, Fla.

Dec. 11-12—*NBC* news promotion workshop. Innisbrook resort, Tarpon Springs, Fla.

■ **Dec. 20**—*International Radio and Television Society* Christmas benefit. Waldorf Astoria, New York.

January 1985

Jan. 5-8—*Association of Independent Television Stations (INTV)* annual convention. Century Plaza hotel, Los Angeles.

Jan. 10-14—*NATPE International* 22d annual conference. Moscone Center, San Francisco.

Jan. 11-13—*Florida Association of Broadcasters* annual midwinter conference. Marriott's Casa Marina Resort, Key West, Fla.

Jan. 14-18—*National Association of Broadcasters* winter board meeting. Sheraton Plaza, Palm Springs, Calif.

■ **Jan. 16**—*International Radio and Television Society* newsmaker luncheon. Waldorf Astoria, New York.

Jan. 26-29—*Radio Advertising Bureau*'s Managing Sales Conference. Amfac hotel, Dallas.

Jan. 30-Feb. 1—*Texas Cable Television Association* 25th annual convention and trade show. San Antonio Convention Center, San Antonio, Tex.

February 1985

Feb. 3-6—*National Religious Broadcasters Association* 42nd annual convention. Sheraton Washington, Washington.

■ **Feb. 6-11**—*International Radio and Television Society* annual faculty/industry seminar and college conference. Rye Town Hilton, Rye, N.Y.

■ **Feb. 7**—*International Radio and Television Society* newsmaker luncheon. Waldorf Astoria, New York.

Feb. 15-16—*Society of Motion Picture and Television Engineers* 19th annual television conference. St. Francis hotel, San Francisco.

March 1985

March 7-9—16th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Inc.* Opryland hotel, Nashville.

ACT honors the best in children's television

Action for Children's Television presented 20 awards for "significant contributions" to TV and radio for young audiences.

In Boston ceremonies, ABC-TV was lauded for its weekend specials, KING-TV Seattle, Wash., for a children-hosted *Flash* magazine show, Claster Television Productions and WOR-TV Secaucus, N.J., for *Romper Room and Friends* and The Behrens Co. for *Kidsworld*.

A public service commendation went to WBZ-TV Boston for *This Secret Should Be Told*, which treated the issue of sexual abuse of young children.

Winning awards for public service announcements were NBC-TV for *One to Grow On*; KDKA-TV Pittsburgh and Family Communications for *Mister Rogers Talks About TV;* WLVI-TV Boston for *Kid Tips;* USA Network for *In a Minute*, and Alabama Power for *Louie the Lightning Bug*.

ACTION
FOR
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TELEVISI

ABC's Squire Rushnell (l) and Dolores Moore accept award for ***ABC Weekend Specials*** as Peggy Charren (r) looks on.

Public broadcasting awards went to WNET-TV New York, KCET-TV Los Angeles and Satellite Education Services for *Why in the World;* WQED-TV Pittsburgh for *Moving Right Along;* WETA-FM Washington for *Songs Jumping in My Mouth;* WNED-TV Buffalo, N.Y., and Great Plains National for *Reading Rainbow*; TVOntario, Toronto, for *Artscape*, and the Alaska Department of Education for *Sea School*.

Cable television awards went to Warner Amex Satellite Entertainment Co. for *Mr. Wizard's World;* Showtime/The Movie Channel for *Faerie Tale Theater;* The Disney Channel for *Welcome to Pooh Corner*, and Community Action Program, Evansville, Ind., for *The Family Room*. ☐

NBA gives the week to CBS

Thanks in part to the seventh and final game of the National Basketball Association championship, CBS regained its customary lead in the national prime time ratings for the week ended June 17, coming out ahead with eight of the top 10 programs in the Nielsen National Television Index. In a week when 53 of 66 prime time programs were repeats, CBS recorded a rating of 12.7 and a share of 24, compared to 11.9/22 for ABC and 11.8/22 for NBC.

NBC was first on Monday; ABC won Wednesday, Friday and Saturday; CBS took Tuesday, Thursday and Sunday.

■ As it did the week before, baseball kept ABC in third place on Monday, while a repeat of a made-for-TV movie, ***Angel Dusted***, carried NBC into first place with an average 15.9/28. CBS's ***Scarecrow & Mrs. King*** at 8-9 outdrew NBC's ***TV Bloopers & Practical Jokes***, which has happened only twice before since the shows started going head-to-head in January.

■ The seventh and final game of the NBA championship (Los Angeles Lakers vs. Boston Celtics) carried CBS to victory on Tuesday, thus winning a night usually reserved for NBC. The 9-11 portion of the game averaged 19.3/33, noticeably above the 18.1/23 average of the three previous prime time NBA championship games.

■ CBS fell back to third place on Wednesday, pulled down by a three hour repeat broadcast of the theatrical "A Tale of Two Cities," which averaged an 8.9/16 for the evening. ABC came out on top, averaging an 13.9/26 generated by repeats of ***Fall Guy*** and a made-for-TV movie titled ***Tomorrow's Child***.

■ All three networks had their Thursday prime time schedules delayed about 45 minutes for a Presidential press conference, but CBS came back to victory based on repeats of its regular lineup, which averaged 16.6/30. ABC moved back to third place, in part hurt by a one-hour ***ABC News Closeup*** special on the rise of Syrian war power which averaged a 6.1/11 and was the third lowest rated show of the week.

■ ABC moved back into first place Friday night, winning every half-hour and finishing with an average of 13.2/27 based on repeats of its regular series programing. ABC's ***Blue Thunder*** in the 9-10 period beat ***Dallas*** on CBS by 1.8 rating points.

■ ABC came out ahead again with repeats of its regular series lineup of ***T.J. Hooker***, ***Love Boat*** and ***Fantasy Island***. CBS came in third, held down by a repeat of the theatrical "The Frisco Kid," which helped deliver the network an average 9.2/18 for the night. Runner-up NBC averaged 9.4/20.

■ CBS's regular Sunday night lineup, led by ***60 Minutes***, brought that network into first place with an average 14.7/28. But ABC's ***Hardcastle & McCormick***, in the 8-9 period, outdrew NBC's ***Knight Rider*** by 0.2 of a rating point. ABC averaged 12.3/24 and NBC averaged 9/18 for the night.

Rank	Show	Network	Rating/Share
1.	NBA Championship, game #7	CBS	19.3/33
2.	Simon & Simon	CBS	18.3/31
3.	Trapper John, M.D.	CBS	17.1/31
4.	Angel Dusted	NBC	17.0/29
5.	Magnum P.I.	CBS	16.9/31
6.	20/20	ABC	16.4/32
7.	Newhart	CBS	16.4/28
8.	60 Minutes	CBS	16.2/35
9.	Alice	CBS	16.2/28
10.	Cagney & Lacey	CBS	16.0/28
11.	Facts of Life	NBC	15.6/28
12.	Matt Houston	ABC	15.1/29
13.	One Day at a Time	CBS	15.1/27
14.	The Big Fix	ABC	15.1/27
15.	Cheers	NBC	15.1/26
16.	Tomorrow's Child	ABC	14.7/26
17.	Remington Steele	NBC	14.7/25
18.	Jeffersons	CBS	14.4/26
19.	Family Ties	NBC	14.3/26
20.	Riptide	NBC	14.3/24
21.	Scarecrow & Mrs. King	CBS	14.0/28
22.	A Team	NBC	14.0/28
23.	TV Bloopers and Practical Jokes	NBC	13.7/27
24.	Duck Factory	NBC	13.5/24
25.	Night Court	NBC	13.1/23
26.	St. Elsewhere	NBC	13.0/23
27.	Love Boat	ABC	12.9/26
28.	Webster	ABC	12.8/27
29.	Hart to Hart	ABC	12.6/21
30.	Hill Street Blues	NBC	12.5/24
31.	Gimme A Break	NBC	12.5/24
32.	Fall Guy	ABC	12.4/25
33.	Blue Thunder	ABC	12.3/24
34.	Fantasy Island	ABC	11.9/24
35.	Benson	ABC	11.6/26
36.	Hotel	ABC	11.5/20
37.	Hardcastle & McCormick	ABC	11.2/22
38.	Knight Rider	NBC	11.0/22
39.	Real People	NBC	10.8/22
40.	T.J. Hooker	ABC	10.7/24
41.	Monday Night Baseball	ABC	10.7/19
42.	AfterMash	CBS	10.6/22
43.	Knots Landing	CBS	10.6/21
44.	Dallas	CBS	10.5/20
45.	Family Reunion	NBC	10.5/19
46.	Lottery	ABC	10.5/18
47.	Three's Company	ABC	10.4/20
48.	Diff'rent Strokes	NBC	10.3/24
49.	Silver Spoons	NBC	10.3/23
50.	Mama's Family	NBC	10.1/21
51.	The Frisco Kid	CBS	10.0/20
52.	Dracula	NBC	9.8/19
53.	Not In Front Of the Kids	NBC	9.8/19
54.	Falcon Crest	CBS	9.5/18
55.	Four Seasons	CBS	9.5/18
56.	Foulups, Bleeps & Blunders	ABC	9.1/19
57.	Dukes of Hazzard	CBS	8.9/19
58.	A Tale of Two Cities	CBS	8.9/16
59.	Monday Night Baseball, pre-game	ABC	8.7/18
60.	Rousters	NBC	8.0/16
61.	Master	NBC	7.9/17
62.	Ripley's Believe It Or Not	ABC	7.9/17
63.	Welcome to Paradise	CBS	7.5/15
64.	Rise of Syria	ABC	6.1/11
65.	Mama Malone	CBS	5.1/12
66.	Father Murphy	NBC	3.9/9

*Indicates premiere episode

Advertising & Marketing

INTV reveals indies' share of national spot

New data uses 15 markets to project quarterly estimates of spending; for Jan.-March, indies got 42% of total expenditures, or $339,701,000

Another effective weapon was given independent TV stations for their fight with network-affiliated outlets for a larger share of the national spot pie. It came last week from the Association of Independent Television Stations in fulfillment of a promise made at last winter's INTV convention to provide quarterly breakouts of national advertising dollars being spent with independents (BROADCASTING, Jan. 23).

The new sales data, provided by Broadcast Advertisers Reports (BAR) Barcume, is based on a special 15-market tabulation for the January-March 1984 period that is projected to estimates for all markets.

Among the findings (see charts, pages 64-65):

■ The top 25 independent station national advertisers, as reported by the Television Bureau of Advertising, spent $151,975,000 with indies in the first quarter of this year, placing an average of 59% of their total spot TV outlays. The list is headed by Procter & Gamble with $34,699,000 (68% of P&G's spot total of $51,028,000).

■ In another perspective, TVB's 25 leaders in total spot buying are presented with a projection of the independents' share by dollar and percent. Those advertisers averaged 54% of their total expenditures with independents in the first quarter.

■ A third list offers TVB's total spot expenditures in the 20 leading product categories with BAR projections of the independents' shares. It credits independents with $339,701,000, or 42% of the $809,965,000 total spot expenditures.

The 15 markets used to estimate independent shares are New York, Chicago, Los Angeles, Philadelphia, San Francisco, Washington, Dallas, Tampa-St. Petersburg (Fla.), St. Louis, Denver, Indianapolis, Nashville, New Orleans, Norfolk (Va.) and Albuquerque (N.M.)—representative of BAR's 75-market universe. They represent 42% of the TV homes of the top 75 markets and 45% of the TV advertising volume, according to INTV.

The association also said the average independent share of spot TV for all advertisers in the 15-market universe is 39%. This figure, INTV added, may be somewhat inflated because BAR cost estimates do not distinguish between barter and paid spot TV advertising.

Howard Kamin, INTV vice president and director of marketing, last week hailed the start of the new service as a valuable addition to "the growing arsenal" of sales aids that have been made available by the association since 1977. He added that the spot TV advertisers' allocation of dollars to independent stations underscores the conviction that "people watch programs, not stations."

In making the original announcement last January, INTV President Herman Land noted that advertisers had kept quiet about how much they spend on independent television, "in part because they feel they have a competitive edge in doing so," a situation that is being rectified by the new quarterly figures.

In the commercial TV universe, there are 193 independent stations and 623 network-affiliated outlets, according to INTV. □

Top 25 spot TV advertisers independent station usage January-March 1984

Company	*Total spot TV expenditures ($000)*	*Independent share of spot TV (%)*	*Independent expenditures ($000)*
1. Procter & Gamble	51,028	68	34,699
2. General Mills	16,259	79	12,845
3. Lever Bros.	15,293	35	5,353
4. General Foods	14,860	59	8,787
5. Pepsico	13,806	43	5,937
6. A.H. Robins	12,096	55	6,653
7. Nissan Motors	11,771	33	3,884
8. Warner-Lambert	10,906	81	8,834
9. Time Inc.	10,737	54	5,798
10. Toyota Motor Sales	10,619	38	4,035
11. Ford Motors	9,872	28	2,764
12. Mars Inc.	9,690	63	6,105
13. Dart & Kraft	8,944	45	4,025
14. General Motors	8,652	27	2,336
15. Kellogg Co.	8,530	75	6,398
16. Anheuser-Busch	8.391	83	6,965
17. American Home Prod.	8,280	50	4,140
18. Coca-Cola Co.	7,582	54	4,094
19. Nabisco Brands	7,182	49	3.519
20. Colonial Penn Group	6,766	43	2,909
21. Beatrice Foods	5,892	22	1,296
22. Richardson-Vicks	5,723	43	2,461
23. Trans World Corp.	5,719	18	1,029
24. Triangle Pubs.	5,516	59	3,254
25. MCI Communications	5,496	31	1,704
Top 25	$279,610	54%	$149,824

Source: Barcume, January-March 1984; BAR Special 15-market tabulation for independent shares.

Severino says networks deserve more ad support for controversial fare

ABC-TV president tells consumer press television needs backing of advertisers to avoid 'bland' shows

ABC Television President John C. Severino urged advertisers and television critics to support the network's risk-taking programming and criticized the former for avoiding. Severino, speaking to reporters during the semiannual Consumer Press Tour at the Century Plaza hotel (BROADCASTING, June 18), said the broadcast networks are sometimes rightfully charged with blandness, "yet when we attempt to do something different, when we attempt to take a risk, when we attempt to do something unique, the advertisers run for cover and don't support us, and they are some of the very people who criticize us for being bland."

During a question-and-answer session, Severino said progress has been slow in convincing potential sponsors to support risk-taking programs, citing *The Day After* and *Something About Amelia*.

"I'm going to ask the advertising community to support us and I'm going to ask you [journalists] to help us get the advertising community to support us," he said. "In order to get the vitality that this medium can deliver, we need that support of the advertising community. We've got to avoid the blandness, and I ask for your support in that area."

Other "risk-taking" ABC ventures named by Severino were the mini-series *Winds of*

Severino

War (and its successor, *War and Remembrance*), canceled series *a.k.a. Pablo* and *Two Marriages*, plus the upcoming series, *Call to Glory* (previously titled *Air Force*) and *Jessie*. The network executive also labeled the summer and winter Olympic games "risk-taking" ventures.

"We'll be there in 1988 from Calgary [for the winter games] despite all the prophets of gloom, and I guarantee you that, too, will be a success," Severino emphasized. "I think once the summer Olympic games begin and this American kid and that American kid is a gold medal winner here and a silver medal winner there, and the momentum begins to build. . . I think it's going to be such that the ratings will be higher than we anticipated."

Severino disclosed that "there are occasions where we think there may be a three-, four-, five-, or even 11-minute window" for late local newscasts within ABC's summer games coverage. He said no final decision had yet been made on local news windows by ABC, but acknowledged that the topic has generated keen interest among affiliates. Severino also noted that the cutaways will be at random times, depending on which events are being highlighted at the time.

The summer games are "99% sold out, without having guaranteed anything" to advertisers, according to Severino. "[But] we're not in the business of antagonizing clients. If the [summer games] rating level weren't there—and again I don't think that's going to be the case; if anything I think the rating levels are going to be higher—but if for some unforeseen circumstances the rating level were lower than we anticipated we would then take whatever steps we deem necessary to help those advertisers." Severino said that, to his knowledge, ABC's insurance coverage of the event "only becomes in effect if we do not make a profit; it has nothing to do with ratings."

Severino said the network's summer Olympics coverage will be used as a "springboard" for the promotion of the new serial drama, *Call to Glory*, which will premiere immediately following the Olympics as a two-hour pilot at 8-10 p.m. NYT on Monday, Aug. 12. The new series will run in the 8-9 p.m. slot for "five or six" Mondays and could result in the rescheduling of *Streethawk*, currently set for the time period, "if the program works." The Olympics will be used to promote fall shows. ☐

Top 25 independent station national advertisers
First quarter 1984

Company	*Independent expenditures (000's)*	*Independent's share of spot TV expenditures (%)*
Procter & Gamble	$ 34,699	68
General Mills	12,845	79
Warner-Lambert	8,834	81
General Foods	8,767	59
Anheuser-Busch	6,965	83
A.H. Robins	6,653	55
Kellogg Co.	6,398	75
Mars Inc.	6,105	63
Pepsico	5,937	43
Time Inc.	5,798	54
Lever Bros.	5,353	35
American Home Prod.	4,140	50
Coca-Cola	4,094	54
Toyota Motor Sales	4,035	38
Dart & Kraft	4,025	45
Nabisco	3,519	49
Reynolds Metals	3,296	64
Triangle Publications	3,227	59
Wrigley, Wm. Jr.	2,789	72
Colgate-Palmolive	2,733	53
Esmark	2,545	56
Gillette	2,385	82
Bristol-Myers	2,382	58
Philip Morris	2,328	43
ITT Corp.	2,123	40
Top 25	$151,975	59

Source: Barcume, January-March 1984; BAR special 15-market tabulation for independent share.

Top 20 spot TV categories
Independent station usage
January-March 1984

Company	*Total spot TV expenditures ($000)*	*Independent share of spot TV (%)*	*Independent expenditures ($000)*
1. Food & food products	183,757	44	80,853
2. Automobiles	135,507	30	40,652
3. Confectionary & soft drinks	51,312	58	29,761
4. Toiletries & toilet goods	48,948	52	25,453
5. Travel, hotels & resorts	48,794	20	9,759
6. Proprietary medecine	44,851	55	24,668
7. Consumer services	42,670	25	10,668
8. Publishing & media	37,215	43	16,002
9. Soaps, cleaners & polishes	32,636	56	18,276
10. Household equip. & supplies	29,223	47	13,753
11. Beer & wine	28,016	48	13,448
12. Insurance	22,018	43	9,468
13. Apparel, footwear & accessories	20,929	47	9,837
14. Gasoline, lubricants & other fuels	17,231	30	5,169
15. Home electronics equipment	15,843	58	9,189
16. Pet foods & supplies	13,152	43	5,655
17. Office equipment, computers & copiers	11,747	23	2,702
18. Sporting goods & toys	10,343	82	8,481
19. Agriculture & farming	8,537	16	1,366
20. Jewelry, optical goods & cameras	7,236	63	4,559
Top 20	$809,965	42%	$339,701

Source: Barcume, January-March 1984; BAR special 15-market tabulation for independent shares from television and radio. The Tampa Bay franchise will derive around $1 million of its total 1984 revenues of $6.5 million from the sale of cable, broadcast (ABC and WTOG(TV) Tampa Bay, which televised some away games locally) and international television rights. Primarily because of the increases in rights payments from ESPN and ABC, he said, the franchise expects its total rights revenue to jump to $2.25 million in 1985. ☐

Arbitron and Nielsen rank cable penetration

Each of the two major rating services has released market-by-market cable penetration figures as of May. Arbitron and Nielsen made separate measurements during the May sweeps and each came up with slightly different numbers for the total penetration of cable in the U.S.

Arbitron earlier estimated that total cable penetration in the U.S. is 40%, or 33,572,000 television households—up from 39%, or 32,546,800 television households last February. Nielsen estimated that total U.S. cable penetration is 42.5%, or 35,783,000 television households —compared to 41.2%, or 34,740,300 homes in February ("Cablecasting," June 4).

The two services also differ as to the highest cable penetrated market in the country, in part because Arbitron uses Area of Dominant Influence (ADI) and Nielsen uses Designated Market Area (DMA) to base their measurements. Arbitron estimates the leader is Palm Springs, Calif., which has 85% penetration of its 43,700 cable households. (Nielsen includes Palm Springs under its Los Angeles DMA). Nielsen, on the other hand, estimates the highest cable penetrated market is San Angelo, Tex., at 85%—which Arbitron ranks as the second highest penetrated market (84%). On the low end, Arbitron estimates that Minneapolis-St. Paul, at 15%, is the lowest cable penetrated market, and Nielsen also has it last, but at 16%.

Market	% penetration	
	Nielsen	Arbitron
Abilene-Sweetwater, Tex	69	63
Ada-Ardmore, Okla	52	48
Albany, Ga	49	54
Albany-Schenectady-Troy, N Y	56	54
Albuquerque-Farmington N M	42	44
Alexandria, La	55	55
Alexandria, Minn	34	29
Alpena, Mich	52	49
Amarillo, Tex	66	67
Anchorage	26	
Atlanta	38	36
Augusta, Ga	43	41
Austin, Tex	57	52
Bakersfield, Calif	68	65
Baltimore	26	20
Bangor, Me	36	31
Baton Rouge	54	56
Beaumont-Port Arthur, Tex	44	46
Beckley-Bluefield-Oak Hill, W Va	72	68
Bend, Ore	59	55
Billings-Hardin, Mont	50	51
Biloxi-Gulfport-Pascagoula, Miss	71	76
Binghamton, N Y	64	64
Birmingham-Anniston, Ala	45	40
Boise, Idaho	35	32
Boston-Manchester-Worcester	36	32
Bristol, Va -Kingsport, Johnson City, Tenn	51	50
Buffalo, N Y	55	47
Burlington, Vt -Plattsburgh, N Y	49	43
Butte, Mont	59	
Casper-Riverton, Wyo	69	72
Cedar Rapids-Waterloo, Dubuque, Iowa	42	40
Champaign-Springfield-Decatur, Ill	60	62
Charleston, S C	46	46
Charleston-Huntington, W Va	62	62
Charlotte, N C	38	35
Chattanooga	45	44
Cheyenne, Wyo -Scottsbluff, Neb -Sterling, Colo	68	71
Chicago	23	20
Chico-Redding, Calif	61	54
Cincinnati	37	39
Clarksburg-Weston, W Va	72	60
Cleveland-Akron	42	39
Colorado Springs-Pueblo	46	40
Columbia-Jefferson City, Mo	45	39
Columbia, S C	43	42
Columbus, Ga	51	52
Columbus-Tupelo, Miss	47	45
Columbus, Ohio	49	46
Corpus Christi, Tex	53	53
Dallas-Fort Worth	36	31
Davenport, Iowa-Rock Island, Moline, Ill	52	50
Dayton, Ohio	52	48
Denver	31	30
Des Moines-Ames, Iowa	42	39
Detroit	29	24
Dothan, Ala	47	44
Duluth, Minn -Superior, Wis	42	37
El Paso	51	47
Erie, Pa	55	53
Eugene, Ore	64	62
Eureka, Calif	70	70
Evansville, Ind	47	44
Fairbanks, Alaska	39	
Fargo-Valley City, N D	49	46
Flint-Saginaw-Bay City, Mich	44	37
Florence, S C	44	45
Fresno, Calif	34	29
Ft Myers-Naples, Fla	69	65
Ft Smith, Ark	61	57
Ft Wayne, Ind	41	35
Gainesville, Fla	61	63
Glendive, Mont	64	70
Grand Junction-Montrose, Colo	56	52
Grand Rapids-Kalamazoo-Battle Creek, Mich	47	43
Great Falls, Mont	55	56
Green Bay, Wis	38	39
Greensboro-Winston Salem-High Point, N C	38	38

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CHAPMAN ASSOCIATES
nationwide mergers & acquisitions

1835 Savoy Drive/Atlanta, Georgia 30341/(404) 458-9226

Market	% penetration Nielsen	 Arbitron
Greenville-New Bern-Washington, N.C.	46	43
Greenville-Spartanburg, S.C.-Asheville, N.C.	39	34
Greenwood-Greenville, Miss.	66	67
Harlingen-Weslaco, Tex.	44	
Harrisburg-York-Lancaster-Lebanon, Pa.	56	53
Harrisonburg, Va.	46	43
Hartford-New Haven, Conn.	59	57
Hattiesburg-Laurel, Miss.	44	49
Honolulu	63	
Houston	43	38
Huntsville-Decatur-Florence, Ala.	47	42
Idaho Falls-Pocatello	50	50
Indianapolis	45	41
Jackson, Miss.	47	44
Jackson, Tenn.	54	51
Jacksonville, Fla.	52	48
Johnstown-Altoona, Pa.	71	71
Jonesboro, Ark.	57	55
Joplin, Mo.-Pittsburg, Kan.	47	43
Kansas City, Mo.	45	38
Knoxville, Tenn.	44	46
La Crosse-Eau Claire, Wis.	50	45
Lafayette, Ind.		66
Lafayette, La.	51	50
Lake Charles, La.	56	53
Lansing, Mich.	48	45
Laredo, Tex.	78	83
Las Vegas	30	23
Lexington, Ky.	55	56
Lima, Ohio	69	64
Lincoln-Hastings-Kearney, Neb.	51	48
Little Rock-Pine Bluff, Ark.	45	43
Los Angeles-Palm Springs	31	27
Louisville, Ky.	45	41
Lubbock, Tex.	53	50
Macon, Ga.	57	58
Madison, Wis.	42	38
Mankato, Minn.	58	56
Marquette, Mich.	74	68
Mason City, Iowa-Austin-Rochester, Minn.	44	44
Medford-Klamath Falls, Ore.	60	56
Memphis	39	40
Meridian, Miss.	44	43
Miami-Ft. Lauderdale	40	39
Milwaukee	29	24
Minneapolis-St. Paul	16	15
Minot-Bismarck-Dickinson, N.D.	52	52
Missoula-Butte, Mont.	52	
Mobile, Ala.-Pensacola, Fla.	51	47
Monroe, La.-El Dorado, Ark.	49	53
Monterey-Salinas, Calif.	71	71
Montgomery, Ala.	50	48
Nashville-Bowling Green, Ky.	37	34
New Orleans	47	51
New York	33	32
Norfolk-Portsmouth-Newport News-Hampton, Va.	46	47
North Platte, Neb.	47	47
Odessa-Midland-Monahans, Tex.	73	73
Oklahoma City	49	44
Omaha	49	44
Orlando-Daytona Beach, Fla.	53	51
Ottumwa, Iowa-Kirksville, Mo.	53	38
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	47	43
Panama City, Fla.	50	52
Parkersburg, W. Va.	76	75
Peoria, Ill.	57	58
Philadelphia	42	41
Phoenix-Flagstaff, Ariz.	34	31
Pittsburgh	59	56
Portland-Poland Spring, Me.	51	42
Portland, Ore.	39	35
Presque Isle, Me.	62	55
Providence, R.I.-New Bedford, Mass.	34	32
Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	46	42
Raleigh-Durham, N.C.	41	41
Rapid City, S.D.	55	53
Reno	62	59
Richmond-Petersburg-Charlottesville, Va.	42	39
Roanoke-Lynchburg, Va.	44	45
Rochester, I -	47	44
Rockford, Ill.	53	51
Roswell, N.M.	68	72
Sacramento-Stockton, Calif.	31	30
Salisbury, Md.	64	56
Salt Lake City	32	28
San Angelo, Tex.	85	84
San Antonio-Victoria, Tex.	57	57
San Diego	66	62
San Francisco-Oakland, Calif.	47	45
Santa Barbara-Santa Maria-San Luis Obispo, Calif.	79	83
Savannah, Ga.	49	49
Seattle-Tacoma	49	45
Shreveport, La.	47	47
Sioux City, Iowa	43	42
Sioux Falls-Mitchell, S.D.	45	40
South Bend-Elkhart, Ind.	37	32
Spokane, Wash.	49	48
Springfield-Holyoke, Mass.	55	52
Springfield, Mo.	35	33
St. Joseph, Mo.	55	59
St. Louis	34	30
Syracuse-Elmira, N.Y.	59	54
Tallahassee, Fla.-Thomasville, Ga.	51	53
Tampa-St. Petersburg-Sarasota, Fla.	41	36
Terre Haute, Ind.	42	42
Toledo, Ohio	50	44
Topeka, Kan.	64	59
Traverse City-Cadillac, Mich.	39	33
Tucson, Ariz.	31	34
Tulsa, Okla.	53	49
Twin Falls, Idaho	58	57
Tyler, Tex.	60	58
Utica, N.Y.	66	67
Victoria, Tex.	70	71
Waco-Temple, Tex.	61	63
Washington-Hagerstown, Md.	20	19
Watertown, N.Y.	53	55
Wausau-Rhinelander, Wis.	34	31
West Palm Beach-Ft. Pierce, Fla.	59	57
Wheeling, W. Va.-Steubenville, Ohio	64	62
Wichita Falls, Tex.-Lawton, Okla.	64	62
Wichita-Hutchinson, Kan.	61	54
Wilkes Barre-Scranton, Pa.	69	67
Wilmington, N.C.	46	43
Yakima, Wash.	54	52
Youngstown, Ohio	47	43
Yuma, Ariz.-El Centro, Calif.	70	72
Zanesville, Ohio	70	67

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Thomas P. Gammon

Daniel T. Gammon

(20%). They purchased station in 1982 for $714,000. They have no other broadcast interests. Buyer is owned by Urban J. Endres and R.W. Andrews equally. Andrews has auto dealership in Rockwall, Tex. Endres is Muenster, Tex., investor. Neither have other broadcast interests. Filed June 14.

■ KNAK(AM) Delta, Utah (540 khz, 1 kw-D)—Seeks assignment of license from L. John Miner to Pahvant Valley Broadcasting Inc. for $200,000, comprising $50,000 cash, assumption of note of $59,000 and remainder note. Seller's wife, Julie, owns KDXU(AM)-KZEZ(FM) St. George, Utah, his son, William, and Lawrence own KFMJ(FM) Grants Pass, Ore., and LPTV in St. George. Buyer is owned by Alan M. Roper, hardware/lumber store in Philmore, Utah (25%); Neil R. Dutson, real estate developer in Delta (25%); Darrell S. Lester, retired comptroller (30%), and James L. Fletcher, GM of KNAK (20%). They have no other broadcast interests. Filed June 13.

Facilities Changes

Applications

AM's

Tendered

■ WRUS (610 khz) Russelsville, Kan.—Seeks CP to change hours of operation by adding night service, install DA-N and change TL. App. June 18.

■ WTBQ (1110 khz) Warwick, N.Y.—Seeks mod. of lic. to change SL. App. June 15.

■ KTNX (1230 khz) Elmira, N.Y.—Seeks CP to change freq. to 1200 khz, change city of lic. to Southport, N.Y., increase power to 1 kw N, 5 kw D, install DA and make changes in ant. sys. App. June 19.

■ KDJW (1010 khz) Amarillo, Tex.—Seeks CP to make changes in ant. sys. and change TL. App. June 18.

■ WOKL (1050 khz) Eau Claire, Wis.—Seeks CP to change city of lic. to Altoona, Wis., increase power to 5 kw and install DA-D. App. June 18.

Accepted

■ KTNX (1080 khz) Anchorage—Seeks CP to change TL. App. June 19.

■ WPCK (1290 khz) West Palm Beach, Fla.—Seeks MP to change D-A pattern (nighttime). App. June 15.

■ WIYN (1360 khz) Rome, Ga.—Seeks CP to make changes in ant. sys. & incr. height of tower. App. June 14.

■ WUCO (1270 khz) Marysville, Ohio—Seeks mod. of lic. to change SL. App. June 14.

■ WTIP (1240 khz) Charleston, W.Va.—Seeks CP to make changes in ant. sys. App. June 15.

FM's

Tendered

■ KLSS (106.1 mhz) Mason City, Iowa—Seeks CP to change TL, change ERP to 100 kw, change HAAT to 1,000 ft. and make changes in ant. sys. App. June 18.

■ KWED (105.3 mhz) Seguin, Tex.—Seeks CP to change TL, change ERP to 93.9 kw, change HAAT to 1,122 ft. and make changes in ant. sys. App. June 13.

Accepted

■ WELR (102.3 mhz) Roanoke, Ala.—Seeks CP to change ERP to 2.9 kw and change freq. to 102.3 mhz. App. June 19.

■ KENY (101.7 mhz) Soldotna, Ark.—Seeks CP to change TL and change HAAT to 266 ft. App. June 13.

■ KEZY (95.9 mhz) Anaheim, Calif.—Seeks CP to change TL, change HAAT to 328 ft. and change ERP to 2.4 kw. App. June 13.

■ WGLF (96.9 mhz) Tallahassee, Fla.—Seeks CP to change TL, change HAAT to 326 M and changes in ant. sys. App. June 18.

■ WAJX (98.3 mhz) Titusville, Fla.—Seeks CP to change HAAT to 328 ft. App. June 13.

■ WEAT (104.5 mhz) West Palm Beach, Fla.—Seeks CP change TL and change HAAT to 1,250 ft. App. June 19.

■ WYFE (95.3 mhz) Winnebago, Ill.—Seeks CP to change ERP to 1.23 kw. App. June 19.

■ WLTS (105.3 mhz) Slidell, La.—Seeks CP to change HAAT to 902 ft. App. June 15.

■ *KOPN (89.5 mhz) Columbia, Mo.—Seeks CP to change TL, change ERP to 20 kw and change HAAT to 219 ft. App. June 19.

■ KTUF (98.3 mhz) Kirksville, Mo.—Seeks CP to change ERP to 1.55 kw and change HAAT to 456 ft. App. June 19.

■ KBBZ (98.5 mhz) Kalispell, Mont.—Seeks CP to change SL. App. June 15.

■ KEER (97.1 mhz) Las Vegas—Seeks CP to changes in ant. sys., install aux. sys., change TL, change ERP to 15.0 kw and change HAAT to 1,811 ft. App. June 19.

■ WEVD (97.9 mhz) New York—Seeks CP to change ERP to 7.76 kw. App. June 15.

■ WPLJ (95.5 mhz) New York—Seeks CP to change ERP to 6.3 kw and change HAAT to 1,331 ft. App. June 19.

■ WGGN (97.7 mhz) Castalia, Ohio—Seeks CP to change TL and change HAAT to 375 ft. App. June 15.

■ WKKI (94.3 mhz) Celina, Ohio—Seeks CP to change ERP to 1.2 kw and change HAAT to 448 ft. App. June 15.

■ KQTZ (105.9 mhz) Hobart, Okla.—Seeks CP to change ERP to 100 kw and make changes in ant. sys. App. June 13.

■ WWDM (101.3 mhz) Sumter, S.C.—Seeks CP to change TL; change HAAT to 1,364 ft. and change ERP to 100 kw. App. June 13.

■ WQQK (92.1 mhz) Hendersonville, Tenn.—Seeks CP to change SL. App. June 15.

■ KJIM (94.9 mhz) Fort Worth, Tex.—Seeks CP to change coordinates. App. June 15.

■ KBCB (99.1 mhz) Corpus Christi, Tex.—Seeks CP change ERP to 97 kw and make changes in ant. sys. App. June 13.

■ KOOV (103.1 mhz) Copperas Cove, Tex.—Seeks CP change ERP to 1.82 kw and change HAAT to 415.8 ft. App. June 13.

■ WKMY (100.9 mhz) Princeton, W.Va.—Seeks CP to change HAAT to 689 ft. App. June 19.

■ WVSR (102.7 mhz) Charleston, W.Va.—Seeks CP change HAAT to 402.6 ft. App. June 19.

■ WROE (94.3 mhz) Neenah-Menasha, Wis.—Seeks CP change ERP to 2.9 kw. App. June 13.

TV

Accepted

■ WTGS (ch. 28) Hardeeville, S.C.—Seeks MP to change to ERP vis. to 1,698 kw, aur. to 169.8 kw and change HAAT to 792 ft. App. June 13.

Summary of broadcasting
as of April 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,747	170	4,910
Commercial FM	3,577	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,464	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	537	23	558
Commercial UHF TV	347	222	562
Educational VHF TV	112	3	114
Educational UHF TV	173	25	198
Total TV	1,169	273	1,452
VHF LPTV	194	74	266
UHF LPTV	78	136	207
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Actions

AM's

■ KNIX (1580 khz) Tempe, Ariz.—Granted app. to increase power level to 50 kw. Action June 6.

■ KIQI (1010 khz) San Francisco—App. returned for change in hours of operation to unlimited by adding night service with 2.5 kw, install DA-2 and make changes in ant. sys. Action April 2.

■ WBPA (1460 khz) Elkhorn City, Kan.—Granted app. to increase power to 5 kw. Action June 11.

■ WKIX (850 khz) Raleigh, N.C.—Granted app. mod. of lic. to change SL and to operate transmitter by remote control. Action May 2.

■ WNLA (1380 khz) Indianola, Miss.—Granted app. to construct new ant. and change TL. Action June 7.

■ WJON (1240 khz) St. Cloud, Minn.—Granted app. to make changes in ant. sys. and increase TPO. Action June 11.

■ KHOB (1390 khz) Hobbs, N.M.—Granted app. for mod. of lic. to change SL and operate by remote control. Action June 7.

■ WBNX (1380 khz) New York—Granted app. to change hours of operation from shared time to unlimited time. Action June 11.

■ WHLO (640 khz) Akron, Ohio—Granted app. to increase power to 5 kw and change directional pattern. Action June 6.

■ WUCO (1270 khz) Marysville, Ohio—Granted app. for mod. of lic. to change SL and to operate by remote control. Action June 12.

■ KLIQ (1290 khz) Lake Oswego, Ore.—Granted app. for mod. of lic. to change SL and operate by remote control. Action June 7.

■ WGFW (1580 khz) Morovis, P.R.—Granted app. to increase power to 2.5 kw. Action June 11.

■ WEAN (790 khz) Providence, R.I.—Granted app. to make changes in ant. sys. and change from DA-2 operation to DA-N. Action June 6.

■ KDXU (1450 khz) St. George, Utah—Granted app. to change TL. Action June 6.

■ KCVL (1270 khz) Colville, Wash.—Granted app. to add night service with 250 kw, change freq. to 1240 khz, and make changes in ant. sys. Action June 11.

■ KCLK (1430 khz) Clarkston, Wash.—App. returned to change city of lic. to Asotin, Wash., add night service with 1 kw, increase day power to 5 kw, install DA-2, change TL and make changes in ant. sys. Action June 11.

FM's

■ KHTN (92.1 mhz) Placerville, Calif.—Granted app. change TL and changes in ant. sys. Action May 25.

■ *WKGC (90.7 mhz) Panama City, Fla.—Granted app. to change ERP to 100.0 kw. Action June 7.

■ *WVGS (91.9 mhz) Statesboro, Ga.—Granted app. to change freq. to 91.9 mhz and change ERP to 1.00 kw. Action June 8.

■ KVCL (92.1 mhz) Winfield, La.—Dismissed app. to make changes in ant. sys. Action June 1.

■ KCIL (107.5 mhz) Houma, La.—Granted app. change freq. to 107.5 mhz; change TL; change ERP to 100 kw; change HAAT to 655 ft. and make changes in ant. sys. Action June 6.

■ WTKS (102.3 mhz) Bethesda, Md.—Granted app. to change TL, to change ERP to 1.12 kw and to change HAAT to 480 ft. Action June 7.

■ WSHN (100.1 mhz) Fremont, Mich.—Granted app. to make changes in ant. sys., change ERP to 2.0 kw and change HAAT to 355 ft. Action June 7.

■ WYXX (96.1 mhz) Holland, Mich.—Granted app. to change TL; change ERP to 20 kw, change HAAT to 500 ft. and make changes in ant. sys. Action June 6.

■ WXYY (106.1 mhz) Wilson, N.C.—Granted app. to change TL; change ERP to 89 kw; change HAAT to 1,370 ft. and make changes in ant. sys. Action June 6.

■ WDZD (93.5 mhz) Shallotte, N.C.—Granted app. for mod. of lic. to change SL. Action June 7.

■ WTOJ (103.1 mhz) Carthage, N.Y.—Denied app. to change SL. Action June 11.

■ WYMJ (103.9 mhz) Beavercreek, Ohio—Granted app. change TL; change ERP to 1.50 kw; change HAAT to 405 ft. and make changes in ant. sys. Action June 6.

■ KCMA (106.1 mhz) Owasso, Okla.—Returned app. to change TL. Action June 11.

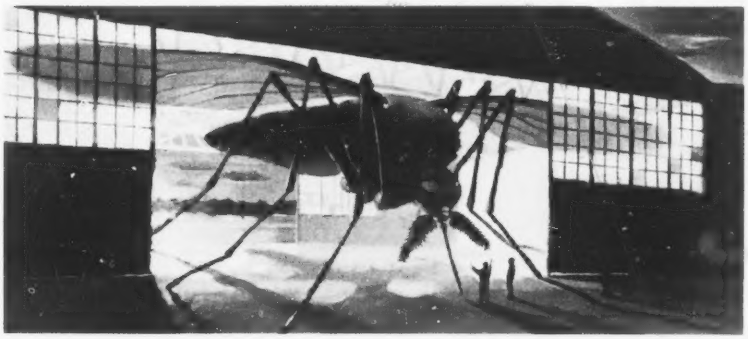
■ WBRQ (97.7 mhz) Cidra, P.R.—Dismissed app. to

C1750-1A

The Fifth Estate

Broadcasting ϟ Jul 2

MINNEAPOLIS-ST. PAUL AND THE DIABOLICAL SECRET WEAPON.



Put yourself in our shoes. Here we are in what has to be one of the most civilized places in the country. Really! After all, we've got two world-class orchestras, a dozen professional theater companies, plus 951 lakes within the metro area, the fourth highest median family income* and, well, you see the problem. We could easily get half the sunbelt up here looking for condos. No thanks! So, drawing upon our extensive scientific resources, we developed this strain of super mosquitoes. These hummers have a bite that drives off all but the hardiest souls. As a result, we've managed to keep things pretty quiet around here. Except on summer nights. Did you ever hear the sound of two million people slapping themselves on the arm?

KSTP-TV5 abc

On top of a most civilized market.

*Among 25 largest metro areas. Source: 1980 U.S. Census. For more information, call KSTP-TV Sales at (612) 646-5555 or your nearest Petry office.

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SRI ACQ
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4520 EAST-WEST HWY
BETHESDA MD 20814

53d Year 1984

FCC deregulates TV

NCAA loses grip on TV rights

Vol. 107 No. 1

Broadcasting Jul 2

FCC deregulates TV ☐ CBS bows out of DBS
Wide open field on college football rights
A year's worth of Fifth Estate awards

LESS PAPERWORK ☐ FCC, following lead it took with radio, votes to deregulate television. Real-world effect on networks and major group broadcasters may be little. **PAGE 31.**

NEW BALLGAME ☐ Supreme Court rules that NCAA television football contracts violate antitrust law. End result expected to be more televised football from more sources. **PAGES 33-34.**

MOVING ALONG ☐ House committee marks up cable bill; although amendments are added, NCTA remains behind bill. **PAGE 35.**

CHIEF TERMINATION ☐ Bob Rosencrans fired from position at UA Columbia. **PAGE 37.**

CABLE SWAP ☐ Storer and Times Mirror exchange cable systems. **PAGE 37.**

WON'T JUMP ☐ CBS decides against going into DBS business, at least for now. Move leaves medium's future uncertain. **PAGE 38.**

THE VICTORS ☐ BROADCASTING's yearly look at the Fifth Estate's best and brightest as reflected in the rolls of 1984 award winners. **PAGES 40-59.**

DARK CLOUDS ☐ Threat of directors strike looms over Hollywood. **PAGE 60.**

MUSIC SHOWDOWN ☐ BMI renewal forms include rate hike; all-industry committee vows to fight increase. **PAGE 61.**

NO REVIEW ☐ Supreme Court declines to review Mississippi liquor advertising ban case. **PAGE 62.**

BORDER MOVEMENT ☐ Dougan to ask for meeting of Assembly of Parties to help facilitate applications for transborder stations. **PAGE 63.**

GAO CRITIQUE ☐ Congressional agency says U.S. could have been better prepared for RARC conference. **PAGE 64.**

SELF-RESTRAINT ☐ House asks media to stop reporting election projections. **PAGE 66.**

MOVING UP ☐ TVB says that after slow first-quarter start, national and spot television sales are robust in second and third quarter. **PAGE 71.**

GROUP BUY ☐ H&C Communications buys Cowles Broadcasting for $182.5 million. **PAGE 71.**

ROLLINS DIVISION ☐ Company splits into three separate entities, distributes stock shares. **PAGE 72.**

DRY RUN ☐ Group begins drive to get alcohol advertising removed from radio and television. **PAGE 73.**

SELLING, BUYING PRIMER ☐ NAB sponsors seminar on station trading. **PAGE 73.**

MAKING OFFERS ☐ Dallas and Milwaukee review Warner Amex proposal to cut back cable service in those communities. TCI presents bid to buy Pittsburgh system from Warner. **PAGES 76-78.**

BROADCASTER FIRST ☐ Wayne Cornils has parlayed his extensive radio station experience into successful associations with NAB, and now RAB. **PAGE 103.**

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Threat of DGA strike hangs over Hollywood

Negotiators are still meeting; contract expired on June 30

Hollywood began bracing last week for a possible strike by the 7,300-member Directors Guild of America following the expiration of the union's three-year industry contract last Saturday (June 30). Guild members were scheduled to meet in Los Angeles today (July 2) and in New York tomorrow (July 3) to vote on the recommendations made by their negotiators.

If the walk-out is authorized, it would be the first strike in the DGA's 50-year history and the third major labor dispute to affect the industry within the last five years. (Members of the Screen Actors Guild staged a strike during the summer and fall of 1980. The Writers Guild walked out the following spring).

Representatives of the Alliance of Motion Picture and Television Producers, negotiating for the major movie studios and commercial television networks, have been meeting with the DGA since last April to work out a new three-year agreement. Both sides have maintained an embargo on statements to the press regarding substance of the talks, which have reportedly reached an impasse over profit-sharing from home video sales.

The DGA is seeking 1.8% of wholesale videocassette sales revenues, according to a taped television broadcast to members seen in Los Angeles on June 24.

The DGA-sponsored program also said the union is seeking royalties for directors of TV pilots, TV series spin-offs and films that result in new TV series; an end to the alleged network practice of allowing non-DGA members to do some TV editing work; a "declaration of creative rights in entertainment programing and in sports and news jurisdictions" among DGA TV network members, and development of a "qualifications list" for assistant directors and stage managers in videotaped programs aimed at ending "nepotism and favoritism."

Although other entertainment industry unions have no-strike clauses in their current contracts, representatives of both the Screen Actors Guild and the American Federation of Television & Radio Artists said they would support a DGA strike and individual members could choose not to cross picket lines "as a matter of conscience."

A threatened strike by the DGA was nar-

CBS's repeats push it into first place

CBS led the prime time ratings for the week ended June 24 based solely on the superior performances of its repeat programing. And NBC, despite coming in third four nights of the week, was able to beat ABC by half a rating point for second, principally due to a first-place showing on Thursday night. Meanwhile, sports on ABC continued to be lackluster, with its *Monday Night Baseball*, although picking up momentum, still outside the top 30 shows for the third consecutive week. And a special *U.S. Olympic Trials* broadcast on Thursday at 8 p.m. pulled a 7.3/14 and ranked 61 out 63 prime time programs.

According to Nielsen's National Television Index, CBS recorded a 12.5/24, while NBC came in second with a 11.9/23 and ABC third with a 11.4/22.

Highlights of the week, night by night:

■ CBS took Monday night with an average 16.8/29.8, the highest average for a nightly win of any network during the week. A repeat of *One Day at a Time*, in the 9-10 period, recorded a 17.2/29, a rating 8% above its season average.

■ NBC had a strong win on Tuesday with repeats of its regular lineup of *A-Team*, *Riptide* and *Remington Steele*. ABC was third for the second consecutive night, steady with an 18 share during 8 to 10 p.m., but garnering a 22 share with *Hart to Hart* in the final hour.

■ ABC took Wednesday with repeats of *The Fall Guy* and the *Wednesday Night Movie*, "In The Company of Strangers."

■ Thursday saw ABC and NBC again flip with NBC, although behind CBS every half-hour between 8 and 10 p.m., moving ahead between 10 and 11 p.m. when a repeat of *Hill Street Blues* gave it nearly a five rating point and nine share point lead.

■ ABC took Friday night, although at a 12.5/25.5 it was the lowest nightly win by any network during the week. ABC won every half-hour of the night, while NBC stayed in third with an average 18.7 share. ABC's *Blue Thunder*, which is not returning to the network next season, beat *Dallas* on CBS by 0.6 of a rating point and one share point.

■ NBC started Saturday night leading by one share point over ABC with repeats of *Diff'rent Strokes* and *Silver Spoons* between 8 and 9 p.m., but ABC pulled ahead the rest of the night, averaging a 24.5 share with *Love Boat* and *Fantasy Island*.

■ CBS won Sunday night principally due to *60 Minutes*. It lost the 8 to 9 p.m. period to *Hardcastle & McCormick* on ABC and *Knight Rider* on NBC, as well as the 9 to 11 p.m. period to the *NBC Sunday Night Movie*.

Rank	Show	Network	Rating/Share
1.	[illegible]	[illegible]	[illegible]
2.	[illegible]	[illegible]	[illegible]
3.	One Day at a Time	CBS	[illegible]
4.	Simon & Simon	CBS	[illegible]
5.	Alice	CBS	[illegible]
6.	Trapper John, M.D.	CBS	[illegible]
7.	Hill Street Blues	NBC	[illegible]
8.	A-Team	NBC	[illegible]
9.	Riptide	NBC	[illegible]
[illegible]	60 Minutes	CBS	[illegible]
[illegible]	Jeffersons	CBS	[illegible]
[illegible]	Cheers	NBC	[illegible]
[illegible]	Night Court	NBC	[illegible]
[illegible]	Matt Houston	ABC	[illegible]
[illegible]	Scarecrow & Mrs. King	CBS	[illegible]
[illegible]	20/20	ABC	[illegible]
[illegible]	Family Ties	NBC	[illegible]
[illegible]	Magnum, P.I.	CBS	[illegible]
[illegible]	Remington Steele	NBC	[illegible]
[illegible]	TV Bloopers & Practical Jokes	NBC	[illegible]
21	Hardcastle & McCormick	ABC	[illegible]
[illegible]	In Company of Strangers	ABC	[illegible]

Rank	Show	Network	Rating/Share
[illegible]	[illegible]	ABC	[illegible]
[illegible]	Love Boat	ABC	[illegible]
[illegible]	Facts of Life	NBC	[illegible]
[illegible]	Hart to Hart	ABC	[illegible]
[illegible]	Fall Guy	ABC	[illegible]
[illegible]	Fantasy Island	ABC	[illegible]
[illegible]	[illegible]	CBS	[illegible]
[illegible]	[illegible]	ABC	[illegible]
[illegible]	Somewhere in Time	CBS	[illegible]
[illegible]	Blue Thunder	ABC	[illegible]
[illegible]	Monday Night Baseball	ABC	[illegible]
[illegible]	[illegible]	NBC	[illegible]
[illegible]	Benson	ABC	[illegible]
[illegible]	Silver Spoons	NBC	[illegible]
[illegible]	Dallas	CBS	[illegible]
[illegible]	Diff'rent Strokes	NBC	[illegible]
[illegible]	Mama's Family	NBC	[illegible]
[illegible]	Knots Landing	CBS	[illegible]
41.	Sunday Olympic Trials	ABC	[illegible]
[illegible]	T.J. Hooker	ABC	[illegible]
[illegible]	The Fury	NBC	[illegible]
44.	St. Elsewhere	NBC	[illegible]

Rank	Show	Network	Rating/Share
[illegible]	Knight Rider	NBC	10.2/20
[illegible]	Hotel	ABC	10.1/18
[illegible]	Ripley's Believe It-Not	ABC	9.8/21
[illegible]	American Jr. Miss Pageant	CBS	9.6/19
[illegible]	[illegible]	NBC	9.5/19
[illegible]	Three's Company	ABC	9.4/18
[illegible]	[illegible]	NBC	9.4/17
[illegible]	[illegible]	CBS	9.3/18
[illegible]	Foul-ups, Bleeps & Blunders	ABC	9.1/18
[illegible]	Real People	NBC	9.0/18
[illegible]	Falcon Crest	CBS	9.0/17
[illegible]	Monday Baseball pregame	ABC	8.9/16
[illegible]	Dukes of Hazzard	CBS	8.7/19
[illegible]	[illegible]	NBC	8.7/17
[illegible]	Master	NBC	8.2/18
[illegible]	[illegible]	NBC	7.9/15
61.	Thursday Olympic Trials	ABC	7.3/14
[illegible]	Mama Malone	CBS	4.6/10
[illegible]	He Makes Me Feel Like Dancin'	NBC	3.6/8

*Indicates premiere episode

now withdraw with approval of this application. Action April 13.

■ Anchorage—Granted app. of Airwaves Ltd. for 97.3 mhz, 25 kw, HAAT: minus 15 ft. Address: 1005 Potlatch Circle, Anchorage 99053. Principal is equally owned by Janice I. Bowman, John A. Ray, Lynn (Sunny) Carpenter and Patrice S. Gerster. None have other broadcast interests. Action June 15.

■ Juneau, Alaska—Returned app. of Locher Development Corp. for 100.7 mhz, 50 kw, HAAT: minus 982 ft. Action June 20.

■ Miami, Ariz.—Granted app. of William D. Taylor for 98.3 mhz, 3 kw, HAAT: minus 358 ft. Address: 200 South Laurel, Ontario, Calif. 91761. Principal has no other broadcast interests. Action June 19.

■ Soldotna, Alaska—Dismissed app. of King County Broadcasters for 96.5 mhz, 100 kw, HAAT: 258 ft. Address: Box 527, Soldotna, Alaska 99669. Principal is owned by Sally Blakeley (75%) and husband, Norman (25%). Action June 19.

■ Los Angeles—Dismissed app. of Sandusky Newspapers Inc. for facilities of KRTH(FM) Los Angeles; 101.1 mhz, 58 kw, HAAT: 2,880 ft. Address: 4460 Morrison Road, Denver 80219. Principal is headed by Dudley A. White, chairman. It owns daily newspapers in Sandusky and Norwalk, both Ohio, and Grand Haven, Mich. It also owns four AM's and seven FM's. Action June 18.

■ Villa Grande, Calif.—Returned app. of Ninety One FM Inc. for 90.9 mhz, 150 w, HAAT: 36 ft. Action June 12.

■ Marathon, Fla.—Returned app. of Kevco Broadcasting for 97.7 mhz, 3 kw, HAAT: 120 ft. Action June 11.

■ Marco, Fla.—Returned app. of Marco Island Broadcasting Co. for 92.7 mhz, 3 kw, HAAT: 259 ft. Action June 11.

■ Augusta, Ga.—Granted app. of Augusta Radio Fellowship Institute Inc. for 89.3 mhz, 3.25 kw, HAAT: 800 ft. Address: 3213 Huxley Dr., Augusta, Ga. 30909. Principal is noncommercial corporation headed by C.T. Barinowski, who has no other broadcast interests. Action June 18.

■ Agana, Guam—Granted app. of Radio K-57 Inc. for 97.5 mhz, 3 kw, HAAT: 991 ft. Address: Box GM, Agana, Guam 96910. Principal is owned by Rick Wall (85%), Jon A. Anderson (10%) and Andrew N. Gayle (5%). It is also licensee of co-located KGUM(AM). Action June 18.

■ Charleston, S.C.—Granted app. of Family Stations Inc. for 88.5 mhz, 31.6 kw, HAAT: 581 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit Calif.-based corp. promoting religious programing. Action June 15.

■ Waco, Tex.—Returned app. of Waco Educational Broadcasting Foundation for 90.7 mhz, 300 kw, HAAT: 75 ft. Address: 1208 N. Robinson Dr., Waco, Tex. 76706. Lawyer: F. Joseph Brinig. Principal is charitable trust headed by R.L. Whitworth, Waco minister. Action June 18.

■ Trempealeau, Wis.—Granted app. of Greater Trempealeau Broadcasting Co. for 105.5 mhz, 1 kw, HAAT: 530 ft. Address: 413 Oak Avenue, South Onalaska, Wis. 54650. Principal is owned by W. Louis Lonnquist, who has no other broadcast interests. Action June 18.

TV's

■ Burlington, Iowa—Granted app. of Burlington Broadcasting Co. Ltd. for ch. 26; ERP: 54.3 kw vis., 5.43 kw aur., HAAT: 315.4 ft., ant. height above ground: 232.8 ft. Address: P.O. Box 1105, Burlington 52601-1105. Principal is owned by Steven S. Hoth, who has no other broadcast interests. Action April 23.

■ Burlington, Iowa—Dismissed app. of Metro Program Network Inc. for ch. 26; ERP: 4,083 kw vis., 408 kw aur., HAAT: 1,090 ft.; ant. height above ground: 1,031 ft. Address: 1957 Blairs Ferry Road, N.E., Cedar Rapids, Iowa. Principal is owned by Gerald Fitzgerald, president, who is applicant for seven TV's. Action April 23.

■ Cumberland, Md.—Returned app. of Cumberland Broadcasting for ch. 52; ERP: 5 kw vis., 5 kw aur., HAAT: 1,800 ft.; ant. height above ground: 190 ft. Address: P.O. Box 381, Syracuse, N.Y. 13201. Principal is owned by Paul Goodson (51%) and P.M. Shanley (49%). Action April 9.

■ Cumberland, Md.—Returned app. of Woodberry Broadcasting for ch. 65, 1 kw vis., 1 kw aur., HAAT: 1,795 ft.; ant. height above ground 1,610 ft. Address: P.O. Box 381, Syracuse, N.Y. 13201. Principal is owned by Johnnie B. Woodberry. Action April 9.

■ Santa Fe, N.M.—Returned app. of Santa Fe Broadcasting for ch. 19; ERP: 5 kw vis., 5 kw aur., HAAT: 242 ft.; ant. height above ground: 297 ft. Address: Box 381, Syracuse, N.Y. 13201. Principal is owned by Vernice Boozer (51%) and Gary Shanley (49%). Action April 9.

■ Texarkana, Tex.—Granted app. of Powell Broadcasting Co. for ch. 17; ERP: 665 kw vis., aur. 66.5 kw; HAAT: 277 ft.; ant. height above ground: 286 ft. Address: 100 Dania Circle, Lehigh Acres, Fla. 33936. Principal is owned by Harry C. Powell. Action Apr. 23.

■ Fredericksburg, Va.—Returned app. of Fredericksburg Broadcasting for ch. 69; ERP: 5.5 kw vis., 6 kw vis., HAAT: 794 ft.; ant. height above ground: 794 ft. Address: P.O. Box 381 Syracuse, N.Y. 13201. Principal is equally owned by Zeather Willis, Peggy Nicholson, Vernice Boozer and P. Michael Shanley. Action April 9.

■ Bellevue, Wash.—Returned app. of Bellevue Broadcasting for ch. 33; ERP: 5 kw vis., 5 kw aur., HAAT: 1,750 ft.; ant. height above ground: 300 ft. Address: Box 381, Syracuse, N.Y. 13281. Principal is owned by Zeather Willis (51%) and William Gault (49%). Willis also has interest in applicants for new TV's at Fredericksburg, Va., and Jackson, Mich. Gault also has interest in applicants for new TV's at Lewiston, Me.; Alpine, Tex.; Greenville, Miss., and Billings, Mont. Action April 9.

Ownership changes

Applicatons

■ WSWS-TV Opelika, Ala. (ch. 66; ERP vis. 794.3 kw, 79 kw aur., HAAT: 679 ft.)—Seeks assignment of license from RCH Broadcasting to Robert R. D'Andrea for $2,440,000 note. Seller is owned by R.C. Hilton, who also owns WSMF(TV) [CP] Florence, S.C. Buyer is officer of nonprofit licensees of ch. 52 Cocoa and ch. 22 Clearwater, both Fla. He is also app. for new TV in Palm Beach, Fla. Filed June 15.

■ WKTZ-AM-FM Jacksonville, Fla. (AM: 1220 khz, 1 kw; FM: 96.1 mhz, 100 kw, HAAT: 830 ft.)—Seeks assignment of license from Beck-Ross Communications Inc. to The Kravis Co. for $3.5 million, comprising $1.5 million cash, $500,000 note and assumption of liabilities of approximately $1.5 million. Seller, based in Rockville Centre, N.Y., is owned by Martin F. Beck and George H. Ross. They also own WHCN(FM) Hartford, Conn.; WKMF(AM)-WGMZ(FM) Flint, Mich., and WBLI(FM) Patchogue, N.Y. Buyer is owned by George R. Kravis II, who also owns KGTO(AM)-KRAV(FM) Tulsa. Filed June 21.

■ WKIO(FM) Urbana, Ill. (103.9 mhz, 3 kw, HAAT: 145 ft.)—Seeks assignment of license from Macomb Broadcasting Co. to WKIO Inc. for $165,000, comprising $165,000 cash and assumption of debt not to exceed $1,368,000. Seller is owned by William A. Earman, who has no other broadcast interests. Buyer is owned by Sharad Tak; his wife, Mahinder, and his brother, Chandra. They also have app. to acquire KTBY-TV Anchorage. Filed June 21.

Summary of broadcasting
as of April 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,747	170	4,910
Commercial FM	3,577	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,464	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	537	23	558
Commercial UHF TV	347	222	562
Educational VHF TV	112	3	114
Educational UHF TV	173	25	198
Total TV	1,169	273	1,452
VHF LPTV	194	74	266
UHF LPTV	78	136	207
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ **WKIC(AM)-WSGS(FM) Hazard, Ky. (AM: 1390 khz, 5 kw-D; FM: 101.1 mhz, 100 kw, HAAT: 1,150 ft.)—Seeks transfer of control of Mountain Broadcasting Inc. from W.G. Coal Sales Inc. (50% before; none after) to Ernest Sparkman (50% before; 100% after) for $500,900 cash. Seller is owned by Elmer Wittaker and L.D. Gorman who have no other broadcast interests. Buyer is also owner of 12.5% of CP for new AM in Flemingsburg, Ky. Filed June 18.**

■ **WKHM(AM)-WJXQ(FM) Jackson, Mich. (AM: 970 khz, 1 kw-U; FM: 106.1 mhz, 50 kw, HAAT: 500 ft.)—Seeks assignment of license from Patten Broadcasting to JXQ-KHM Associates for $2,965,000 cash. Seller is owned by Myron P. Patten, who also owns KAAR(AM) Vancouver, Wash. Buyer is owned by Wayne R. Stakey, also known as Jim T. Ryan, vice president of programing at Patten Broadcasting, who has no other broadcast interests. Filed June 18.**

■ KREN-TV Reno (ch. 43; ERP vis. 877 kw, aur. 171 kw; HAAT: 2,930 ft.; ant. height above average terrain: 90 ft.)—Seeks assignment of license from High Country Communications to Sainte Broadcasting Co. for sum not to exceed $60,000. Station is unbuilt CP; purchase price will be "reasonable and prudent expenses" as determined by FCC. Seller is owned by Sheila Thomas (89%) and William Raggio (10.1%). It has no other broadcast interests. Buyer is principally owned by Chester Smith and his wife, Naomi (51% jointly), and nine others. They also own KCSO(TV) Modesto and KCBA(TV) Santa Maria, both California. It is also partner with Raul and Consuelo Palazuelos for new UHF in San Luis Obispo, Calif. Filed June 20.

■ WENU-FM Hudson Falls and WGFN(AM) South Glens Falls, both N.Y. (AM: not on air; FM: 101.7 mhz, 3 kw, HAAT: 31 ft.)—Seeks transfer of control of Premier Broadcasting Corp. from Carlton R. Reis (47.17% before; 25% after) and Joyce L. Jennings and Althea Quarters (2.8% each before; 1.5% each after) to Augustine M. Cawley (47.17% before; 75% after) for no consideration. Sellers have no other broadcast interests. Buyer inadvertantly acquired control of station through stock purchase option for services rendered. He has relenquished control temporarily, and is now applying for FCC approval. He is broadcast consultant and GM of station, with no other broadcast interests. Filed June 18.

■ WLOE(AM)-WSRQ(FM) Eden, N.C. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 94.5 mhz, 27 kw, HAAT: 96 ft.)—Seeks assignment of license from Carolina-Virginia Broadcasting Co. to Colonial Broadcasting Co. for $1 million cash. Station was originally sold to Joyner Radio Corp. It has withdrawn that app. and is superceded by instant app. Seller is owned by Mary Ann Bohi, who has no other broadcast interests. Buyer is owned equally by brothers, Robert E., James K., and Thomas H. Lowder. They also own WLWI-FM Montgomery, Ala.; WOWW-FM Pensacola, Fla., and WUSY-FM Cleveland, Tenn. Filed June 21.

■ KWVR-AM-FM Enterprise, Ore. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 92.1 mhz, 3 kw, HAAT: minus 650 ft.)—Seeks assignment of license from Tristar Communications Corp. to Wallowa Valley Broadcasting Corp. for $266,700, comprising $35,000 cash and remainder in note. Seller is owned by Thomas F. Erickson (51%), and his wife, Monica (49%). It also owns Tristar cable, operator of cable system in Wallowa Lake, Ore. Buyer is owned by Lee D. Perkins (51%) and his wife, Carol-Lee (49%). He is station manager of KTOY-FM Tacoma, Wash. Filed June 25.

■ WBLP(AM) Fairview, Tenn. (850 khz, 500 w-D)—Seeks transfer of control of BLP Inc. from stockholders (100% before; none after) to Paul F. Durham (none before; 100% after) for $300,000, comprising $30,000 cash, assumption of 113,600 debt, and $50,000 noncompete agreement, and remainder note.. Seller is owned by James Parker, Samuel Warden, James T. Williams, John A. Lampley, Douglas Warden, Kendall Thomas, Connie Williams and Fred Hicks, who have no other broadcast interests. Buyer is Fairview clergyman with no other broadcast interests. Filed June 21.

■ WDSM(AM)-KZIO(FM) Superior, Wis. (AM: 710 khz, 10 kw-D, 5 kw-N; FM: 102.5 mhz, 100 kw, HAAT: 600 ft.)—Seeks assignment of license from Ridson Inc. to WDSM/KZIO Inc. for $1.3 million, comprising $400,000 cash, $100,000 noncompete and remainder in note. Seller is owned by Robert B. Ridder Jr. (51%) and his father, Robert, who has no other broadcast interests. Buyer is owned equally by Patricia McNulty and Kenneth Buehler. They are presently employed by station and have no other ownership interests. Filed June 18.

Facilities Changes

Applications

AM's

Tendered

■ WPLP (570 khz) Pinellas Park, Fla.—Seeks CP to in-

The Fifth Estate

Broadcasting ϟ Jul 9

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From the Supreme Court: Bright ray of hope on First Amendment

Vol. 107 No. 2

Broadcasting Jul 9

Editorializing ruling could fuel push for fairness doctrine modifications □ ABC's Olympian coverage Stepping up to bat at NCTA: James Mooney

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Martin Gavrin, Louis Marchand, Charlie Henry, John Morris, Rick Schiaffro, Frank Schiraldi, Wallace Hewitt, Howie Zeidman, Herb Segall, Frank Bailey, Marianne Malitz, Susan Pomerantz, Stuart Silver, Al Forman, Leona Zeira, *One Life To Live* □ Outstanding technical excellence in daytime drama series.

Richard Hankins, Harry Miller, Paul Hickey, Wes Laws, Ralph Holmes, Lincoln Stulik, Robert Anton, David Dangle, Joseph Cola, Susan Saccavino, Linda Williams, Alba Samperisi, Barbara Miller, *Guiding Light* □ Outstanding design excellence in daytime series.

FYI, Yanna Kroyt Brandt, producer, Mary Ann Donahue, coordinating producer (ABC) □ Special classification of outstanding program achievement.

Live From the Met: Metropolitan Opera Centennial Gala, Part 1, Michael Bronson, executive producer, Clement D'Allessio, producer □ Outstanding program achievement in the performing arts.

Carol Spinney, *Sesame Street,* (PBS) □ Special classification of outstanding individual achievement—performers.

Hal Linden, *FYI,* (ABC) □ Special classification of outstanding individual achievement—host/hostess.

Dorothy Hamill, *Romeo & Juliet On Ice,* (CBS) □ Outstanding individual achievement in the performing arts—host/hostess.

Jay Sandrich, *Insight: The Day Everything Went Wrong,* (syndication) □ Outstanding individual achievement in religious programing—directing.

Dick Schneider, *Macy's Thanskgiving Day Parade,* (NBC) □ Outstanding individual achievement in the coverage of special events—directors.

Rob Iscove, *Romeo & Juliet on Ice,* (CBS) □ Outstanding individual achievement in the performing arts—directing.

Technical crafts

Ralph Mensch, technical director, *Sesame Street,* (PBS) □ Outstanding achievement in children's programing—technical direction.

Terry Rohnke, technical director; **Bill Goetz, John Hillyer, Steve Gonzales, Barry Fisher, John Pinto, Don Mulvaney, Michael Bennett, Gene Martin, Karl Eckett,** electronic camera, *Macy's Thanksgiving Day Parade,* (NBC) □ Outstanding individual achievement in the coverage of special events—technical direction/electronic camerawork.

William Millard III, electronic camera, *Edge of Night,* (ABC) □ Outstanding individual achievement in electronic camerawork.

Blake Norton, audio, *Sesame Street,* (PBS) □ Outstanding individual achievement in programing—audio.

Paul Colten, Jack Hughes, audio mixers, *All My Children,* (ABC) □ Special classification of outstanding individual achievement—audio.

Jay David Saks, audio mixer, *Live from the Met: Metropolitan Opera Centennial Gala, Part 1,* (PBS) □ Outstanding achievement in the performing arts—audio.

Arthur Schneider, videotape editor, *Andrea's Story: A Hitchhiking Tragedy,* (ABC) □ Outstanding individual achievement in in children's programing—videotape editor.

James Levine, music director, *Live From the Met: Centennial Gala, Part 1,* (PBS) □ Outstanding individual achievement in the performing arts—music, composition/direction.

Cary White, art director, *Andrea's Story: A Hitchhiking Tragedy,* (ABC) □ Outstanding individual achievement in children's programing—art direction.

Val Strazovec, scenic designer, *Romeo & Juliet On Ice,* (CBS) □ Outstanding achievement in scenic design.

Randy Nodstrom, lighting director, *Sesame Street,* (PBS) □ Outstanding individual achievement in children's programing—lighting direction.

Marie-Ange Ripka, *The Great Love Experiment,* (ABC) □ Outstanding individual achievement in design crafts in children's programing—make-up.

Zandra Rhodes, costume design, *Romeo & Juliet on Ice,* (CBS) □ Outstanding individual achievement in the performing arts.

Made-fors give NBC ratings victory

Supported by repeats of made-for-TV movies, NBC won the prime time ratings for the week ended July 1. It had been tied for first on two previous occasions but this was the first time NBC stood alone at the top since the second week in February.

NBC recorded an average rating of 12.3/24 compared to 11.3/22 for CBS and 10.7/21 for ABC. NBC had six of the top 10 shows of the week, including the number-one rated *Monday Night Movie*, part II of *Rage of Angels*. It was the second week in a row that ABC was without a show in the top 10. That movie helped it win the night with an average 16.1/29, the highest nightly average for the week. NBC also had an unusual Friday victory, fueled by a repeat of its *Friday Night Movie*, a 1981 version of *Splendor in the Grass*, which averaged 12.5/24, a significant improvement on a night where NBC has consistently finished third.

Highlights of the week, night by night:

■ Sports continued to hold ABC down on Monday night. Its baseball broadcast averaged 10.1/19, ranking 39th out of 63 programs, and was the weakest performance yet for Monday night baseball this year.

■ NBC glided to its usual Tuesday-night win based on repeats of *A Team*, *Riptide* and *Remington Steele*. CBS ran the second part of the repeat theatrical "Valley of the Dolls" in the 8 to 11 p.m. block and averaged 0.4 of a rating point better than ABC did with repeats of its regular schedule for the night.

■ ABC led Wednesday night, powered by a repeat of *The Fall Guy* (27 share) at 8 p.m. and a repeat of the made-for-TV movie *Dreams Don't Die* beat out by over twc rating points the premiere of the theatrical "Atlantic City" opposite on CBS. The debut of the new Charles Kuralt/Bill Moyers summer news program, *Crossroads*, averaged 8.6/18.

■ CBS and NBC essentially tied for first place on Thursday night, with NBC clocking one-tenth of a share ahead of CBS in the prime time averages. CBS was dominant against both the other networks from 8 to 10 p.m. with repeats of *Magnum, P.I.* and *Simon & Simon* before NBC took the 10 p.m. hour with *Hill Street Blues*, whose 30 share was its best average since March 15.

■ NBC's first-place finish on Friday night was its first victory on that night since before the open of the 1983-84 season, and only the fourth time since then it climbed out of third place. NBC's win might have been helped by ABC's broadcast of the U.S. Olympic trials, which averaged 6.8/14 and ranked 60th out of 63 programs.

■ ABC came back to sweep Saturday night based on repeats of its regular schedule of *T.J. Hooker*, *Love Boat* and *Fantasy Island*. CBS fell to third, knocked down by the premiere of the theatrical "Sphinx," which averaged 9.2/19.

■ CBS was the easy winner Sunday night, boosted by its usual high performance of *60 Minutes* at 7 p.m. Although a repeat of *Hardcastle & McCormick* on ABC overpowered CBS at 8 p.m. by almost three rating points, CBS snapped back for the remainder of the night with repeats of its regular schedule. Third-place NBC appeared to have the edge over ABC between 9 and 11 p.m. as its *Sunday Night Movie*, "Fire on the Mountain," outdrew by 0.3 of a rating point and one share point the theatrical "Invasion of the Body Snatchers" on ABC. However, the debut of NBC News' experimental *Summer Sunday U.S.A.*, drew a 3.5/8—the lowest rated show of the week.

Rank	Show	Network	Rating/Share
1.	Rage of Angels, part 2	NBC	17.6/33
2.	Simon & Simon	CBS	16.1/30
3.	Hill Street Blues	NBC	16.0/30
4.	Facts of Life	NBC	15.7/28
5.	Magnum, P.I.	CBS	14.9/32
6.	A Team	NBC	14.8/29
7.	Riptide	NBC	14.8/30
8.	Remington Steele	NBC	14.7/26
9.	Trapper John, M.D.	CBS	14.5/27
10.	Alice	CBS	14.2/26
11.	20/20	ABC	14.0/26
12.	Fall Guy	ABC	13.4/27
13.	Valley of the Dolls, part I	CBS	13.4/25
14.	Night Court	NBC	13.3/24
15.	St. Elsewhere	NBC	13.2/24
16.	TV Bloopers & Practical Jokes	NBC	13.1/27
17.	Dreams Don't Die	ABC	13.1/24
18.	Cheers	NBC	13.0/26
19.	Duck Factory	NBC	13.0/23
20.	Fire on the Mountain	NBC	12.9/24
21.	Hart To Hart	ABC	12.7/23
22.	Invasion of Body Snatchers	ABC	12.6/25
23.	Scarecrow & Mrs. King	CBS	12.6/26
24.	Splendor in the Grass	NBC	12.5/24
25.	Family Ties	NBC	12.2/25
26.	60 Minutes	CBS	11.9/28
27.	Love Boat	ABC	11.6/24
28.	Jeffersons	CBS	11.6/22
29.	Valley of the Dolls, part II	CBS	11.5/21
30.	Fantasy Island	ABC	11.4/23
31.	Hardcastle & McCormick	ABC	11.3/23
32.	Atlantic City	CBS	11.1/22
33.	Gimme A Break	NBC	10.9/24
34.	Dukes of Hazzard	CBS	10.8/24
35.	Hotel	ABC	10.6/19
36.	Dallas	CBS	10.6/21
37.	Spraggue	ABC	10.5/20
38.	T.J. Hooker	ABC	10.1/23
39.	Monday Night Baseball	ABC	10.1/19
40.	Three's Company	ABC	10.0/19
41.	Lottery	ABC	10.0/19
42.	Silver Spoons	NBC	9.9/22
43.	Foulups, Bleeps & Blunders	ABC	9.9/20
44.	Knots Landing	CBS	9.9/18
45.	Real People	NBC	9.8/20
46.	Diff'rent Strokes	NBC	9.4/22
47.	All Together Now	NBC	9.4/19
48.	Things Are Looking Up	NBC	9.3/20
49.	Mama's Family	NBC	9.3/19
50.	Sphinx	CBS	9.2/19
51.	Knight Rider	NBC	9.0/19
52.	Falcon Crest	CBS	9.0/17
53.	Rousters	NBC	8.7/18
54.	Crossroads	CBS	8.6/18
55.	AfterMash	CBS	8.3/18
56.	Four Seasons	CBS	8.1/16
57.	ABC Monday Night Baseball (pregame)	ABC	7.9/18
58.	Happy Days	ABC	7.5/16
59.	Ripley's Believe It Or Not	ABC	7.1/17
60.	Olympic Trials	ABC	6.8/14
61.	Bliss	ABC	6.6/14
62.	Mama Malone	CBS	6.1/14
63.	Summer Sunday USA	NBC	3.5/8

*indicates premiere episode

The Media

Market-by-market sweeps: It's ABC, NBC and CBS

Surprise in data is NBC edging CBS out for second place

The May 1984 prime time market-by-market Arbitron analysis confirms what the national ratings showed all along: ABC won the May sweeps, the only network to post a gain over the same period a year ago. The surprise comes in Arbitron analysis supplied by both ABC and CBS, which shows NBC, not CBS, as the second-ranked network in total households during May. CBS, according to both ABC and CBS analysis, came in third.

And, reported ABC researchers, ABC was the only network to gain in total adults, 18-49, during the May sweeps, while both CBS and NBC declined.

NBC said that it placed second to ABC in both women, 18-49, and men, 18-49. According to NBC researchers, NBC in prime time drew an average of 5,870,000 for women, 18-49, which was down 7% over last year. But CBS, NBC said, was down 12% in women, 18-49, drawing an average 4,980,000. ABC was still the leader, however, attracting 6,421,000 women, 18-49 (up 6%), NBC said. As for men, 18-49, NBC reported it was down 5% from May 1983 by recording 5,062,000 viewers in that category, compared to CBS, down 14% with 3,849,000. Again, NBC figures showed, ABC came in first with women, 18-49, averaging 5,102,000 viewers (up 2%).

Some caveats: Neither of the networks disputes the order in which they were ranked during the May sweeps. They only disagree on the margin of victory, principally due to slightly different computation methods. The results are based on Arbitron-supplied ratings from 147 markets in which each of the networks has a full affiliate. (Last year there were 145 Arbitron-defined markets because Harrisburg-Lancaster-York, Pa., was treated as one three-station market.) The ratings analysis is based on only those cleared prime time periods when all three networks were programing directly against one another; local programing run on the affiliates in prime time is factored out.

However, ABC's computations included programs that extended past prime time (11 p.m. EST) or were delayed locally and shown in other dayparts. CBS, on the other hand, does not include either runovers or delayed broadcasts in its computations.

Some highlights of the May sweeps, according to CBS, included:

■ A virtual tie between CBS and NBC, with NBC drawing 11,137,000 households per quarter hour compared to 11,074,000 for CBS. Both, however, were about 14% below ABC's 12,943,000 households per quarter hour.

■ Compared to May 1983, the ABC audience rose 5.9%, from 12,221,000 households per quarter hour to 12,943,000. However, CBS's per-quarter-hour household audience dropped 11.5%, from 12,506,000 in 1983 to 11,074,000 in May 1984, and NBC's slipped 9.8%, from 12,343,000 to 11,137,000.

■ Combined network viewership fell 5.2% in May-to-May comparisons, from 37,070,000 to 35,154,000. However, since the total U.S. household population has increased 0.6% (83,642,600 to 83,971,800 from 1982-83 to 1983-84), the combined network decline is actually a 5.4% loss.

The ABC analysis came in lower than the CBS analysis—both in measuring itself and the competition. According to ABC:

■ The CBS-NBC margin was wider—NBC came out 555,000 households ahead (CBS estimated 63,000 ahead), with NBC drawing 11,809,000 households per quarter hour compared to 11,254,000 for CBS. ABC, estimated its own researchers, carried 13,087,000 per quarter hour. However, based on ABC's numbers, CBS lagged 14% behind ABC while NBC fell only 10% short in quarter-hour viewing.

■ Compared to May 1983, ABC estimated its audience rose 5.1%, from 12,452,000 households per quarter hour to 13,087,000. However, CBS's per-quarter-hour household audience dropped 9.9%, from 12,494,000 in May 1983 to 11,254,000 in May 1984, and CBS dropped 7.9%, from 12,823,000 to 11,809,000.

■ ABC also didn't see the combined network viewership loss as great as did CBS. CBS recorded a 4.3% erosion, from 37,769,000 to 36,150,000 in May-to-May comparisons.

During prime time in May, CBS concurred with ABC that the latter had the overwhelming number of affiliates in first place—more than CBS's and NBC's first place showings combined, in fact. According to CBS, ABC led 81 markets, while CBS followed in 37 and NBC in 29. ABC said that ABC came in first in 82 markets, CBS was top in 38 and NBC in 31. (ABC's first-place markets add to 151 compared to 147 for CBS because of ties.)

This is the reverse of last year when, according to CBS, CBS was ranked first in 60.5 markets, compared to 42.5 for NBC and 42 for ABC. (CBS uses a split-point system for ties.) Last year, ABC reported it was first in 43 markets, compared to 59 for CBS and 44 for NBC.

CBS also noted that in the May 1984 sweeps, based on seven-day averages from 9 a.m. to midnight, CBS led in 71 markets, compared to 42.5 for ABC and 33.5 for NBC—or in nearly 50% of the markets.

The following chart was developed by BROADCASTING from compilations of Arbitron market-by-market reports supplied by CBS. Household numbers are in thousands (000) per average quarter hour (8-11 p.m., Monday-Saturday; 7-11 p.m., Sunday). Boldface numbers indicate a market winner. A dash (—) indicates no primary affiliate in the market. An asterisk shows a new station in the market or an affiliation change between May 1983 and May 1984 sweeps. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska and St. Thomas, V.I.

ADI (rank)	1984 households (000) ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	14	14	**20**
Albany, Ga. (150)	7	—	**52**
Albany-Schenectady-Troy, N.Y. (51)	**74**	72	63
Albuquerque, N.M. (62)	**60**	37	50
Alexandria, La. (163)	—	—	**33**
Alexandria, Minn. (178)	—	**30**	—
Alpena, Mich. (208)	—	**7**	—
Amarillo, Tex. (115)	**33**	22	25
Anniston, Ala. (192)	—	**11**	—
Ardmore-Ada, Okla. (172)	12	**24**	—
Atlanta (16)	**171**	143	129
Augusta, Ga. (103)	**48**	36	26
Austin, Tex. (82)	37	**40**	27
Bakersfield, Calif. (147)	**26**	18	16
Baltimore (21)	**174**	119	141
Bangor, Me. (156)	**20**	**20**	17
Baton Rouge (91)	**66**	50	32
Beaumont-Port Arthur, Tex. (120)	36	**37**	31
Bend, Ore. (203)	—	**5**	—
Billings-Hardin, Mont. (169)	**15**	13	5
Biloxi-Gulfport-Pascagoula, Miss. (179)	**36**	—	—
Binghamton, N.Y. (134)	11	**36**	16
Birmingham, Ala. (48)	**119**	35	91
Bluefield-Beckley-Oak Hill, W.Va. (131)	25	—	**22**
Boise, Idaho (137)	**26**	18	24
Boston (6)	291	248	**304**
Bowling Green, Ky. (187)	**23**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (87)	26	44	**68**

ADI (rank)	1984 households (000) ABC	CBS	NBC
Buffalo, N.Y. (33)	**107**	88	78
Burlington-Plattsburgh, Vt. (93)	15	**40**	31
Casper-Riverton, Wyo. (180)	**16**	6	3
Cedar Rapids-Waterloo, Iowa (76)	**51**	42	39
Charleston, S.C. (111)	34	**36**	33
Charleston-Huntington, W.Va. (43)	75	68	**105**
Charlotte, N.C. (32)	**106**	99	46
Chattanooga (79)	**52**	36	45
Cheyenne, Wyo. (189)	—	**14**	—
Chicago (3)	**472**	348	413
Chico-Redding, Calif. (138)	**30**	18	—
Cincinnati (28)	**112**	98	101
Clarksburg-Weston, W.Va. (162)	—	**21**	18
Cleveland (11)	**264**	203	220
Colorado Springs-Pueblo (105)	**45**	28	26
Columbia, S.C. (90)	33	26	**68**
Columbia-Jefferson City, Mo. (141)	**26**	25	18
Columbus, Ga. (113)	**43**	41	16
Columbus, Ohio (35)	**114**	112	94
Columbus-Tupelo, Miss. (136) *	9	21	**48**
Corpus Christi, Tex. (125)	**32**	23	23
Dallas-Fort Worth (9)	**230**	193	163
Davenport, Iowa-Rock Island-Moline, Ill. (75)	49	43	**53**
Dayton, Ohio (49)	75	**85**	63
Denver (19)	**136**	104	**136**
Des Moines (67)	44	**52**	**52**
Detroit (7)	**314**	220	290
Dothan, Ala. (160)	9	**34**	—
Duluth, Minn.-Superior, Wis. (114)	**31**	28	23
El Centro, Calif.-Yuma, Calif. (177)	**5**	—	**5**
El Paso, Tex. (103)	32	27	**35**
Elmira, N.Y. (165)	**12**	—	**12**
Erie, Pa. (146)	24	18	**33**
Eugene, Ore. (126)	**36**	29	12
Eureka, Calif. (181)	**9**	7	—
Evansville, Ind. (88)	**53**	35	33
Fargo, N.D. (101) *	**30**	27	27
Flint-Saginaw-Bay City, Mich. (56)	**91**	39	79
Florence, S.C. (149)	25	**50**	—
Fort Myers-Naples, Fla. (112)	22	**32**	23
Fort Smith, Ark. (148)	18	**26**	14
Fort Wayne, Ind. (95)	**44**	31	35
Fresno, Calif. (65)	**53**	46	43
Gainesville, Fla. (170)	**18**	—	—
Glendive, Mont. (209)		**1**	—
Grand Junction, Colo. (185)	6	**13**	—
Grand Rapids-Kalamazoo, Mich. (38)	**95**	65	74
Great Falls, Mont. (176)	**12**	11	—
Green Bay, Wis. (69) *	**58**	46	54
Greensboro-Winston Salem-High Point, N.C. (50)	76	**81**	69
Greenville-New Bern, N.C. (98)	36	48	**53**
Greenville-Asheville-Spartanburg, S.C. (36)	72	84	**97**
Greenwood-Greenville, Miss. (174)	**23**	9	—
Harrisburg-Lancaster-Lebanon-York, Pa. (46)	57	65	**90**
Harrisonburg, Va. (196)	**17**	—	—
Hartford-New Haven, Conn. (22)	123	**144**	65
Helena, Mont. (205)	—	—	**4**
Houston (10)	**196**	150	160
Huntsville-Decatur-Florence, Ala. (92)	**42**	41	37
Idaho Falls-Pocatello (157)	10	14	**15**
Indianapolis (24)	**127**	104	106
Jackson, Miss. (84)	30	43	**54**
Jackson, Tenn. (183)	**27**	—	—
Jacksonville, Fla. (64)	49	**69**	38
Johnstown-Altoona, Pa. (80)	0	48	**76**
Jonesboro, Ark. (173)	**32**	—	—
Joplin, Mo.-Pittsburg, Kan. (118)	28	**31**	21
Kansas City, Mo. (27)	**111**	98	101
Knoxville, Tenn. (58)	**72**	71	44
La Crosse-Eau Claire, Wis. (129)	16	30	**34**
Lafayette, Ind. (191)	—	**9**	—
Lafayette, La. (109)	44	**50**	—
Lake Charles, La. (168)	—	—	**34**
Lansing, Mich. (98)	—	**51**	37
Laredo, Tex. (198)	—	3	**5**
Las Vegas (102)	**31**	27	28

ADI (rank)	1984 households (000) ABC	CBS	NBC
Laurel-Hattiesburg, Miss. (164)	—	—	**29**
Lexington, Ky. (77)	48	**49**	38
Lima, Ohio (193)	—	—	**11**
Lincoln-Hastings-Kearney, Neb. (89)	27	**39**	12
Little Rock, Ark. (53)	**74**	64	68
Los Angeles (2)	**619**	443	538
Louisville, Ky. (44)	61	**77**	76
Lubbock, Tex. (131)	20	**21**	17
Macon, Ga. (140)	17	**32**	15
Madison, Wis. (106)	29	**38**	30
Mankato, Minn. (197)	—	**10**	—
Marquette, Mich. (184)	—	**18**	—
McAllen-Brownsville, Tex. (120)	**35**	24	19
Medford, Ore. * (152)	10	15	**25**
Memphis (38)	72	**95**	90
Meridian, Miss. (171)	**23**	8	4
Miami (13)	190	156	**165**
Milwaukee (29)	**120**	91	104
Minneapolis-St. Paul (14)	**159**	136	111
Minot-Bismarck-Dickinson, N.D. (142)	—	20	**26**
Missoula-Butte, Mont. (153)	**27**	—	21
Mobile, Ala.-Pensacola, Fla. (61)	56	**66**	56
Monroe, La.-El Dorado, Ark. (114)	9	**51**	20
Montgomery, Ala. (119)	20	21	**57**
Nashville, Tenn. (31)	81	**110**	107
New Orleans (34)	91	**96**	94
New York (1)	**988**	723	908
Norfolk-Portsmouth, Va. (47)	**75**	69	74
North Platte, Neb. (207)	—	—	**7**
Odessa-Midland, Tex. (144)	**24**	21	18
Oklahoma City (40)	**73**	68	72
Omaha (71)	**61**	52	45
Orlando-Daytona Beach, Fla. (30)	**115**	89	101
Ottumwa, Iowa-Kirksville, Mo. (204)	**18**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (72)	34	**60**	52
Palm Springs, Calif. (186)	**8**	—	5
Panama City, Fla. (175)	18	—	**20**
Parkersburg, W.Va. (194)	—	—	**7**
Peoria, Ill. (100)	**39**	32	34
Philadelphia (4)	**493**	330	360
Phoenix-Flagstaff (25)	101	**103**	98
Pittsburgh (12)	**268**	198	143
Portland, Ore. (23)	**124**	96	98
Portland-Poland Spring, Me. (78)	**55**	39	38
Presque Isle, Me. (200)	—	**7**	—
Providence, R.I.-New Bedford, Mass. (41)	97	67	**98**
Quincy, Ill.-Hannibal, Mo. (152)	—	**25**	**25**
Raleigh-Durham, N.C. (37)	**107**	82	32
Rapid City, S.D. (161)	11	—	**23**
Reno (124)	**27**	15	18
Richmond, Va. (57)	**66**	**66**	58
Roanoke-Lynchburg, Va. (68)	44	**60**	52
Rochester, Minn.-Mason City, Iowa (139)	21	18	**22**
Rochester, N.Y. (70)	**54**	47	44
Rockford, Ill. (109)	**33**	26	26
Roswell, N.M. (188) *	3	**11**	—
Sacramento-Stockton, Calif. (20)	**141**	108	127
St. Joseph, Mo. (190)	**15**	—	—
St. Louis (18)	156	141	**163**
Salinas-Monterey-San Jose, Calif. (108)	**51**	17	22
Salisbury, Md. (166)	12	**17**	—
Salt Lake City (42)	**79**	72	73
San Angelo, Tex. (195)	—	**9**	—
San Antonio, Tex. (45)	**91**	78	63
San Diego (26)	**98**	79	69
San Francisco (5)	**274**	225	242
Santa Barbara-Santa Maria, Calif. (116)	**27**	17	14
Savannah, Ga. (107)	33	**36**	23
Seattle-Bellingham-Tacoma (15)	**177**	117	146
Selma, Ala. (206)	—	**2**	—
Shreveport, La.-Texarkana, Tex. (55)	**79**	69	53
Sioux City, Iowa (135)	**27**	8	24
Sioux Falls-Mitchell, S.D. (95) *	30	**47**	19
South Bend-Elkhart, Ind. (80)	46	47	**51**
Spokane, Wash. (74)	**58**	43	44
Springfield, Mass. (96)	**39**	—	38

ADI (rank)	1984 households (000)		
	ABC	CBS	NBC
Springfield, Mo. (82)	19	43	**48**
Springfield-Decatur-Champaign, Ill. (73)	47	43	**49**
Syracuse, N.Y. (66)	57	61	**66**
Tallahassee, Fla. (128) *	10	**40**	7
Tampa-St.Petersburg-Sarasota (17)	**181**	163	136
Terre Haute, Ind. (126)	13	34	**39**
Toledo, Ohio (60)	63	72	**73**
Topeka, Kan. (145) *	5	**30**	18
Traverse City-Cadillac, Mich. (132)	17	**38**	28
Tucson, Ariz. (85)	**44**	31	39
Tulsa, Okla. (55)	**80**	58	55
Tuscaloosa, Ala. (188)	—	**9**	—
Twin Falls, Idaho (203)	—	—	**8**
Tyler, Tex. (159)	**40**	—	—
Utica, N.Y. (158)	14	—	**24**
Victoria, Tex. (202)	5	—	**6**
Waco-Temple, Tex. (97) *	—	**36**	33
Washington-Hagerstown, Md. (8)	206	178	**210**
Watertown-Carthage, N.Y. (167)	—	**16**	—
Wausau-Rhinelander, Wis. (132)	26	**31**	9
West Palm Beach-Ft. Pierce, Fla. (63)	**49**	19	47
Wheeling, W.Va.-Steubenville, Ohio (123)	—	38	**41**
Wichita-Hutchinson, Kan. (58)	52	**55**	49
Wichita Falls-Lawton (130)	**25**	20	21
Wilkes Barre-Scranton, Pa. (52)	**89**	53	73
Wilmington, N.C. (150)	27	—	**45**
Yakima, Wash. (122)	**23**	**23**	21
Youngstown, Ohio (83)	42	**48**	47
Zanesville, Ohio (198)	—	—	**7**

Changing Hands

PROPOSED

WTPA(AM) Harrisburg, Pa. □ Sold by Sky Corp. to The Keymarket Group for $3.6 million cash. **Seller** is owned by Foster Management Co. (80%) and Dennis Israel (20%). Foster Management is principally owned by John Foster. Sky Corp. is station group, based in New York, owning six AM's and four FM's. **Buyer** is station group, based in Aiken, S.C., owned by Kirby Confer and Paul Rothfuss. It owns three AM's and three FM's. WTPA is on 104.1 mhz with 14.8 kw and antenna 950 feet above average terrain. *Broker: Ted Hepburn Co.*

KPEN(FM) Los Altos, Calif. □ Sold by Los Altos Broadcasting Inc. to Dowe Communications Co. for $2.5 million, comprising $1.2 million cash and remainder in note. **Seller** is owned by Frank DeSmidt (51%) and Don Burden (49%). Sale of DeSmidt's 51% to another buyer ("Changing Hands," March 19) fell through. Burden, former owner of Indianapolis-based Star Stations, which lost licenses in FCC renewal hearing (BROADCASTING, Dec. 22, 1975), is KPEN general manager. **Buyer** is principally owned by Ken Dowe, who recently sold KLTE(FM) Oklahoma City. ("Changing Hands," Feb. 6). KPEN is on 97.7 mhz with 3 kw and antenna 303 feet above average terrain. *Broker: Chapman Associates.*

KLHT(AM)-KREM-FM Spokane, Wash. □ Sold by King Broadcasting Co. to Highsmith Broadcasting Co. for $1.2 million cash. **Seller** is owned by Dorothy S. Bullitt (30.82%), her sister, Harriet S. Bullitt (22.7%), and seven others. It is Seattle-based station group with four AM's, five FM's and three TV's. **Buyer** is owned by William M. Highsmith (51%), Michael J. Schweitzer (20%) and Ivan E. Braiker (29%). Highsmith is president of Highsmith Co., Phoenix-based library supply firm and has no other broadcast interests. Schweitzer is general manager of WCPX-TV Orlando, Fla., and VP of Outlet Communications Inc., Providence, R.I.-based station group owning one AM, four FM's and four TV's. Braiker is senior VP with subsidiary of Sunbelt Communications Inc., Colorado Springs-based station group owning two AM's and four FM's. KLHT is on 970 khz with 5 kw day and 1 kw night. KREM is on 92.9 mhz with 81 kw and antenna 2,080 feet above average terrain. *Broker: Kalil & Co.*

KMHT(AM) Marshall, Tex. □ Sold by Marshall Media Inc. to Bayou Broadcasting Inc. for $1.2 million, comprising $300,000 cash, $75,000 noncompete agreement, $789,000 assumption of debt and remainder note. **Seller** is owned by Clint Formby (30%), George Franz (50%) and Ray Eller (20%). They also own KMHT(FM) Marshall, Tex., and KSAM(AM)-KHUN(FM) Huntsville, Tex. Formby also owns KTEM(AM)-KPLE(FM) Temple, Tex.; KLVT(AM) Levelland, Tex.; KPAN-AM-FM Hereford, Tex., and Hereford Cablevision, operator of cable system in Hereford, Tex. **Buyer** is owned equally by Charles Strickland, Dale Palmer and A.T. Burke. They also own KBIL(FM) San Angelo, Tex. Burke also owns KYCU(TV) Cheyenne, Wyo.; KSTF(TV) Scottsbluff, Neb.; KTVS(TV) Sterling, Colo.; KGNS(TV) Laredo, Tex., and 3% of KLMG(TV) Longview, Tex. Palmer also owns KOLE(AM)-KKMY(AM) Beaumont, Tex., and KBLU(AM)-KTTI(FM) Yuma, Ariz. *Broker: Chapman Associates.*

KBAR(AM)-KMVC(FM) Burley, Idaho □ Sold by Mini-Cassia Broadcasting Inc. to Charles E. Skaggs, J. Garth Payne, Joe D. Henderson, James J. Lynch, and Donald Westfall (none before; 20% after) for $900,000 cash. **Seller** is owned by Dean S. Lesher (50%),

TOP-50 MARKETS

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MIDWEST — Class B FM. Full time AM. Ethnic format serving major urban center. Under developed with unlimited potential. — $3,500,000

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7/9/84

board include Morley Ballantine, director of Des Moines Register and Tribune Co.; Daniel L. Ritchie, chairman and chief executive officer of Westinghouse Broadcasting and Cable, and King D. Shwayder, principal in Orion Broadcast Group. Wulsin's wife, Pamela, is director of assignee corporation. Buyer is nonprofit corporation for noncommercial broadcasting, headed by Alvin W. Haggerty, chairman. William D. Stanfill, treasurer, has interest in Cencom Cable Associates Inc., St. Louis-based cable operator, and Prime Cable Corp., Austin, Tex.-based cable operator. Filed June 25.

■ KWHP(TV) [CP] Boise (ch. 14; ERP vis. 2,512 kw; aur. 251 kw; HAAT: 2,688 ft. ant. height above ground: 192 ft.)—Seeks assignment of license from Sterling Associates Ltd., to Matlock Communications Inc. for $14,020.38 cash. Seller is owned equally by James Price and his wife, Pat. It has no other broadcast interests. Buyer is owned by Stephen J. Matlock. It holds CP's for new TV's in Spokane, Wash., and Winnemucca, Neb., and has app.'s for four new TV's and eight LPTV's. Filed June 22.

■ KBAR(AM)-KMVC(FM) Burley, Idaho (AM: 1230 khz; 1 kw-D; 250 w-N, FM: 98.3 mhz; 3 kw; HAAT: 157 ft.)—Seeks transfer of control of Mini-Cassia Broadcasting Inc. from Dean S. Lesher (50% before; none after), his son Dean (30% before; none after) and his son's wife, Carol (20% before; none after) to Charles E. Skaggs, J. Garth Payne, Joe D. Henderson, James J. Lynch, and Donald Westfall (none before; 20% after) for $900,000 cash. Seller also owns six daily newspapers. Dean Lesher II and his wife also control *Madera Tribune*. Buyers are Burley, Idaho investors with no other broadcast interests. Filed June 27.

■ WIVQ-FM Peru, Ill. (100.9 mhz; 1 kw; HAAT: 485 ft.)—Seeks assignment of license from Radio Illinois Ltd. to Starved Rock Radio Project Inc. for $155,000 cash. Seller is principally owned by Robert D. MacVay, Henry Jennings, Gary Ballard, Bob Brown, William MacCarthy and Keith Gensheimer. MacVay and Jennings also have interest in WKTN(FM) Kenton, Ohio. MacVay also owns WKNX(AM) Frankenmuth, Mich. Jennings also has interest in WBUK(AM) Portage, Mich. Ballard is general manager of station. Buyer is owned by Thomas N. Spaight. He and his wife, Lynn, also own 9.34% of KRNA(FM) Iowa City, Iowa. Filed June 28.

■ KICS(AM)-KEZH(FM) Hastings, Neb. (AM: 1550 khz; 500 w-U, FM: 101.5 mhz; 3 kw; HAAT: 265 ft.)—Seeks transfer of control of Tri-Cities Broadcasting from Robert D. Hanna (50% before, none after) to Brian Griffey (none before; 10% after) and Charles R. Cooper (none before; 30% after) for $75,100, comprising $35,100 cash and $45,000 loan to licensee. Seller was originally owned equally by Robert D. Hanna and Edward H. Tricker. They split stock 5 for 1 and Tricker purchased 40% for $45,000 and loan of $10,000 to retain 50%. They also own KROX(AM) Crookston, Minn. Hanna also owns KCLW(AM) Hamilton, Tex. Buyer Griffey is general manager of station. Cooper is Lincoln, Neb., investor with no other broadcast interests. Filed June 29.

■ KOOO(AM) Omaha (1420 khz; 1 kw-D)—Seeks assignment of license from MediaOmaha to Nelson Broadcasting Co. for $650,000, comprising $25,000 cash and remainder note. Seller is owned equally by Jayne A. Woods and John W. Biddinger. Woods, with her husband, Frank, also owns 51% of permittee for new AM in Cross City, Fla. Frank Woods also has interest in sale of WBRY(AM) Woodbury, Tenn. (see below). Biddinger also has interest in WPDS-TV Indianapolis. Buyer is owned by Lyle W. Nelson, and his wife, Georgia. He is general sales manager at KFAB(AM)-KGOR(FM) Omaha. Filed June 28.

■ KCPK-FM Clovis, N.M. (107.5 mhz)—Seeks assignment of license from Triton Broadcasting to Taber Broadcasting for $325,000, comprising $75,000 cash and remainder in note. Seller is owned equally by Joe E. Stuckey and William R. Wiggins. They have no other broadcast interests. Buyer is owned by Jim Taber (66.6%) and his father, Wally Taber (33.3%). Younger Taber is broadcast consultant. Father is photographer and lecturer on wildlife. Neither has other broadcast interests. Filed June 27.

■ WRIE(AM) Waterford, Pa. (1330 khz; 5 kw-U)—Seeks assigment of license from Radio Erie Inc. to CEB Enterprises Inc. for $490,000 cash. Seller is principally owned by F. Brady Louis, who has no other broadcast interests. Buyer is owned by Michael M. Crosby (51%), Theodore C. Bloomstine (24.5%) and Martin P. Eisert (24.5%). Crosby is VP of Gannon University, Erie, Pa. Bloomstine owns Erie, Pa.-based insurance agency. Eisert senior VP of Erie insurance company. None have other broadcast interests. Filed June 27.

■ WBRY(AM) Woodbury, Tenn. (1540 khz; 500 w-D)—Seeks assignment of license from Tennessee Valley Broadcasting Corp. to Gordon T. Greenup and Edgar H. Pierce for $90,000 cash. Seller is owned by H.L. Townsend and Frank A. Woods. They also own WTBP(AM) Parsons, Tenn., and permittee for new AM in Cross City, Fla., with Wood's wife, Jayne, who also owns 50% of KOOO(AM)-KESY(FM) Omaha. KOOO is being sold (see above). Buyer Greenup is Springfield, Tenn., investor. Pierce is Brentwood, Tenn. physician, neither have any other broadcast interests. Filed June 28.

■ KMHT-AM-FM Marshall, Tex. (AM: 1450 khz; 1 kw-D; 250 w-N, FM: 103.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Marshall Media Inc. to Bayou Broadcasting Inc. for $1.2 million, comprising $300,000 cash, $75,000 noncompete agreement, $789,000 assumption of debt and remainder note. Seller is owned by Clint Formby (30%), George Franz (50%) and Ray Eller (20%). They also own KSAM(AM)-KHUN(FM) Huntsville, Tex. Formby also owns KTEM(AM)-KPLE(FM) Temple, Tex.; KLVT(AM) Levelland, Tex.; KPAN-AM-FM Hereford, Tex., and Hereford Cablevision, operator of cable system in Hereford, Tex. Buyer is owned equally by Charles Strickland, Dale Palmer and A.T. Burke. They also KBIL(FM) San Angelo, Tex. Burke also owns KYCU(TV) Cheyenne, Wyo.; KSTF(TV) Scottsbluff, Neb.; KTVS(TV) Sterling, Colo.; KGNS(TV) Laredo, Tex., and app. for KLMG(TV) Longview, Tex. Palmer also owns KOLE(AM)-KKMY(AM) Beaumont, Texas and KBLU(AM)-KTTI(FM) Yuma, Ariz. Filed June 28.

■ WHBG(AM) Harrisonburg, Va. (1360 khz; 5 kw-D)—Seeks assignment of license from Radio Harrisonburg Inc. to WHBG Inc. for $315,000, comprising $157,500 retained by seller, $47,250 cash, and $110,250 note. Seller is owned by W.W. Greer, who is retaining half interest in station. Buyer is also owned by Robert L. Dean, who owns 80% of WAMM(AM) Woodstock, Va., which was recently sold ("For the Record," June 11). Filed June 28.

■ KLHT(AM)-KREM-FM Spokane, Wash. (AM: 970 khz; 5 kw-D; 1 kw-N, FM: 92.9 mhz; 81 kw; HAAT 2,080 ft.)—Seeks assignment of license from King Broadcasting Co. to Highsmith Broadcasting Co. for $1.2 million cash. Seller is principally owned by Dorothy S. Bullitt (30.82%), Harriet S. Bullitt (22.7%) and seven others. It is Seattle-based station group with four AM's, five FM's and three TV's. Buyer is by William M. Highsmith (51%), Michael J. Schweitzer (20%) and Ivan E. Braiker (29%). Highsmith is president of Highsmith Co., Phoenix-based library supply firm. He has no other broadcast interests. Schweitzer is general manager of WCPX-TV Orlando, Fla. and VP of Outlet Communications Inc., Providence, R.I.-based station group owning one AM, four FM's and four TV's. Braiker is senior VP with subsidiary of Sunbelt Communications Inc., Colorado Springs-based station group owning two AM's and four FM's. Filed June 28.

■ WTMB(AM) Tomah, Wis. (1460 khz; 1 kw-D)—Seeks assignment of license from Tomah-Mauston Broadcasting Co. to Phyllis Rice for $185,000 note. Seller is owned by Dean A. Dickie, director of estate of Hugh W. Dickie. It also holds CP for WTMB(TV) Tomah, Wis. Buyer is former secretary/treasurer of assignor corporation and has no other broadcast interests. Filed June 26.

Summary of broadcasting
as of April 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,747	170	4,910
Commercial FM	3,577	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,464	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	537	23	558
Commercial UHF TV	347	222	562
Educational VHF TV	112	3	114
Educational UHF TV	173	25	198
Total TV	1,169	273	1,452
VHF LPTV	194	74	266
UHF LPTV	78	136	207
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

■ WTMB-FM Tomah, Wis. (98.9 mhz; 100 kw; HAAT: 200 ft.)—Seeks assignment of license from Tomah-Mauston Broadcasting Co. to Wisconsin Voice of Christian Youth Inc. for $465,000 note. Seller is owned by Dean A. Dickie, director of estate of Hugh W. Dickie. It also holds CP for WTMB(TV) Tomah, Wis. Buyer is nonprofit educational institution headed by Ralph Studeman, and nine others. It also owns *WCVY-FM Milwaukee, and WCVY-TV Milwaukee, a commercial UHF station. Filed June 26.

■ KSIT(FM) Rock Springs, Wyo. (104.5 mhz; 100 kw; HAAT: 1,630 ft.)—Seeks assignment of license from Imperial Broadcasting Co. to Eagle Broadcasting Inc. for $728,500, comprising $50,000 cash, and remainder note. Seller is owned by Courtney Flatau, who also owns KSES(AM) Yucca Valley, Calif., and Brent Larson and Gary Waldron, who also own KBUH(AM)-KFRZ(FM) Brigham City, Utah. Larson also owns KCKO(AM) Millwood, Wash. Buyer is owned by Leonard A. Kaomo (30%), Barbara L. Mathis (30%); David M. Piaia (30%) and Charles R. Reeves (10%). Kaomo and Piaia are Rock Springs attorneys. Mathis and Reeves own copier and supply firm in Rock Springs. None have other broadcast interests. Filed June 29.

Actions

■ WDAE(AM) Tampa, Fla. (1250 khz; 5 kw-D)—Granted assignment of license from Taft Radio and Television to Gannett Tampa Broadcasting Inc. and Combined Communications Corp. for $6,050,000 cash. Seller is Cincinnati-based group owner with five AM's, seven FM's, seven TV's and number of cable systems. Buyer is owned by Allen H. Neuharth, chairman. Combined Communications, Douglas H. McCorkindale, president, owns five AM's, seven FM's and six TV's. Action June 22.

■ WRJQ(FM) Williston, Fla. (92.1 mhz; 3 kw; HAAT: 450 ft.)—Granted assignment of license from Jim Johnson Enterprises to Arkellian Broadcasting for $750,000, comprising $200,000 cash, $50,000 assumption of liabilities, and $500,000 note. Seller is owned by James E. Johnson and his wife, Roberta. They have no other broadcast interests. Buyer is owned by Erie Times-News, in Erie, Pa. Subsidiary, Arkellian Broadcasting also owns WGRI(FM) Naples, and WMIB(FM) Marco Island, both Florida. Art Arkellian is president of Arkellian Broadcasting and general manager of stations. Action June 22.

■ KTQQ(FM) Sulphur, La. (100.9 mhz)—Granted assignment of license from Thomas Broadcasting Inc. to Lafayette Broadcasting Inc. for $1.25 million cash. Seller is owned by H. Kinnon Thomas, and his son, Steve, who have no other broadcast interests. Buyer is owned by Ron Gomez and eight others. It also owns KPEL(AM)-KTDY-FM Lafayette, La. Action June 22.

■ KLLT(FM) Grants, N.M. (95.3 mhz; 3 kw; HAAT: 215 ft.)—Granted transfer of control of Rainbow Broadcasting Corp. from Michelle Z. Elliot (50% before; none after) to Robert S. Hedin and his wife, Maxine (50% before; 100% after, jointly) for $60,000 cash. Seller has no other broadcast interests. Buyer Hedin is program director at station. Action June 21.

■ WMPA(FM)-WHAY(AM) Aberdeen, Miss. (AM: 1240 khz; 1 kw-D; FM: 105.5 mhz; 3 kw; HAAT: 300 ft.)—Granted asssignment of license from Radio Monroe Inc. to Superior Communications Corp. for $450,000, comprising $60,000 cash, plus $390,000 note. Seller is owned by J.W. Furr (60%) and J.D. Buffington (40%). Furr owns 87.6% of WFOR(AM)-WHER(FM) Hattiesburg, Miss., and 51% of WMBC(AM)-WJWF(FM) Columbus, Miss. Buffington is station manager at the Aberdeen, Miss., station. Buyer is owned by Buffington (65%) and Jack D. Horne, local furniture retailer (35%). Action June 20.

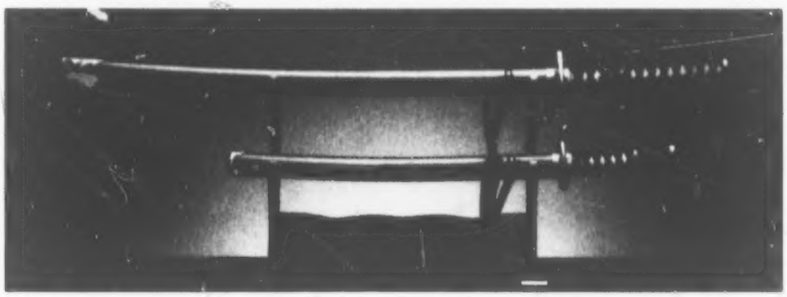
■ KIXC-AM-FM Quanah, Tex. (AM: 1150 khz; 500 w-D; FM: 100.9 mhz; 3 kw; HAAT: 192 ft.)—Granted assignment of license from Crippen Communications Inc. to T.W. Broadcasting Inc. for $195,000 cash. Seller has no other broadcast interests. Buyer is owned by Warren G. Hall who has no other broadcast interests. Action June 21.

■ WNST-AM-FM Milton, W.Va. (AM: 1600 khz; 5 kw-D; FM: 106.3 mhz; 110 w; HAAT: 1,230 ft.)—Granted assignment of license from WNST Radio to Peters Broadcasting Inc. for $225,000 cash. Seller is owned by Kathryn Tweel, executrix of estate of Naseeb S. Tweel, who also owns 49% of WMOV(AM) Ravenswood, W.Va. Buyer is owned by Roscoe H. Peters, automobile dealer with no other broadcast interests. Action June 22.

The Fifth Estate

Broadcasting ⚡ Jul16

IT TAKES A MASTER STRATEGIST TO WIN THE RATINGS WAR



Competition for ratings in the radio business is like war. Everybody fights for the same 100 points. And one thing the *winners* have in common is the ability to plan and execute a successful strategy. This year The Research Group honors the management of sixteen of our client stations by electing them to the rank of Master Class Strategist. Each management team has proven itself worthy of this recognition by its outstanding performance in strategic achievement.

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WKDF, Nashville
WLTY, Norfolk
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53d Year 1984

Diminishing prospects for cable's bill ☐ DBS: it's down to a fearless few

Vol. 107 No. 3

Broadcasting ▱ Jul 16

Momentum for cable bill slows
Day of reckoning at FCC for DBS hopefuls
FCC reasserts jurisdiction over cable

CABLE BILL ☐ Support for cable bill is eroding and it appears that it won't pass muster within industry unless changes are made. **PAGE 27.**

BASIC DECISION ☐ FCC reaffirms decision that local governments cannot regulate basic cable rates; says must-carry stations must be on basic tier. **PAGE 29.**

DBS DEADLINE ☐ As FCC deadline for DBS due diligence showing nears, the field of players dwindles. **PAGE 30.**

14,000 STRONG ☐ Press representatives will outnumber delegates nearly 3 to 1 this week at the Democratic national convention in San Francisco. **PAGE 31.**

CBS VICTORY ☐ CBS wins case in Louisiana court involving segment on *60 Minutes*. **PAGE 32.**

WORK TO DO ☐ Although FCC has gone a long way toward unregulating Fifth Estate, chairman still believes there is work to be done, including push for full First Amendment rights. **PAGE 33.**

RADIO SALE ☐ In deal of two easy-listening format players, Bonneville Broadcasting buys Schulke Radio Productions to tune of nearly $2 million. **PAGE 33.**

LPTV NETWORK ☐ UPI owners join with major low power operater to form Community TV Network. **PAGE 34.**

RECORD QUARTER ☐ Cost-cutting measures and improved performances in Broadcast and Records Groups push CBS earnings to record highs. **PAGE 38.**

NEW BLOOD ☐ Computer, long distance telephone companies, among new advertisers pouring millions into broadcast spending. **PAGE 45.**

BACK TO THE DIGEST ☐ Kenneth Tomlinson, Voice of America chief, resigns to return to *Reader's Digest*. **PAGE 50.**

ARBITRON NUMBERS ☐ Contemporary hit radio stations top Arbitron ratings in New York and Los Angeles; MOR station first in Chicago. **PAGE 54.**

EXPANDING DOCUMENTARIES ☐ ABC announces plans for multiple-hour format for *Closeup* documentaries. **PAGE 54.**

CAPTAIN'S LOG ☐ Bob Keeshan leaves CBS and looks to PBS for new home for *Captain Kangaroo*. **PAGE 55.**

SYNDICATED AUTOPSY ☐ *Thicke*, *BreakAway* and *On Stage America* fail to make the fall programing cut. Observers review what went wrong. **PAGE 56.**

REPS ON THE FLOOR ☐ Katz Television and Petry, two representative firms, decide to buy space on NATPE's exhibit floor for next year's convention. **PAGE 57.**

DOUBLE WIN ☐ NBC wins prime time ratings for second week in a row. **PAGE 57.**

VOA VOICE ☐ Kenneth Tomlinson has brought a journalists eye to job of running the Voice of America. **PAGE 79.**

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vice president and general manager of independent KTVU(TV) Oakland (San Francisco) (which carried both shows), recalled an old proverb: "The turtle only makes progress by sticking out its neck." ☐

Some reps moving to NATPE floor

Citing a desire to be at the center of the action, two major national station representative firms have taken out exhibitor space during next year's NATPE at San Francisco's Moscone Center. In a departure from tradition, Katz Television and Petry will set up meeting centers on the exhibit floor to counsel clients on the sea of programing to be offered by syndicators. To date, major station rep firms have usually opted for suites in nearby hotels to meet with clients.

"During last year's NATPE I saw the activity at the Moscone Center and it became clear that this was the center of activity and we should make our program consultants absolutely the most accessible to our clients," explained Gordon Hastings, president of Katz Television. Hastings added that moving the Katz staff onto the floor "allows our people to participate at what is going on during NATPE."

The Katz Conference Center—so named to distinguish itself from the exhibitor label applied to the syndicators who are the majority of the floor's tenants—will aim to give client stations immediate access to Katz's six-member programing team. John Von Soosten, vice president of programing at Katz and president of NATPE, reiterated Hastings's point that Katz was not going on the floor with its sales team. He said that Katz Sports product would continue to be distributed by Lexington Broadcast Services.

Similarly, Petry will set up shop on the exhibit hall floor "to meet with our people throughout the conference," explained Jim Majors, vice president of programing at Petry. According to Majors, that is possible "because of the centrality of the exhibit hall, which never really existed before."

Other major national station representative firms—MMT Sales, Harrington, Righter & Parsons, TeleRep, Blair Television and Avery-Knodel—report they have no plans to move out on the floor. Although TeleRep briefly considered the move, it later rejected it.

Most firms explain that they plan to service their clients as they always have: a private briefing and preview of programing at NATPE just before the convention gets under way and hotel suites where the reps can meet with their clients far from the noise of the convention floor. ☐

NBC makes it two in a row

Thanks to repeats of made-for-TV movies and regular series programs that pushed it solidly into second place on four nights, NBC came out on top for the second consecutive week in the prime time ratings. But unlike the previous week when NBC led by one full rating point, its win this time was only one-tenth of a rating point ahead of second-place CBS.

According to Nielsen's National Television Index for the week ended July 8, NBC recorded an average 11 rating and 22 share, while CBS pulled right up behind with 10.9/22 and ABC came in third with 10.1/20. The combined rating/share for the three networks was 32/64, compared to 36.1/72 in the same period a year ago, representing a drop of 3,255,300 TV households per average minute.

CBS was first on Monday, Thursday, Friday and Sunday. NBC was first on Tuesday and tied with ABC for first on Saturday. ABC won Wednesday night. Forty-eight out of 65 shows were repeats. CBS had five of the top 10 shows, NBC had four and ABC one—*20/20*, which was the highest rated show of the week, averaging 16.7/29.

Baseball kept ABC in third place for the fourth consecutive Monday night, while the U.S. Olympic trials, for the third week in a row, showed up among the five lowest-rated shows of the week. The second broadcast of NBC News's *Summer Sunday U.S.A.* again was the lowest-rated show of the week, ranking 65th with an average 3.6/8, one-tenth of a share point better than its premiere the week before. CBS News's summer series, *Crossroads*, on Wednesday at 8 p.m., averaged 5.7/14, almost three full ratings points below its week-earlier premiere.

Highlights of the week, night by night:

- CBS captured Monday night with an average 14.4/25.8, the highest nightly average for any network during the week.
- NBC, as usual, won Tuesday night based on repeats of its regular lineup of *A Team*, *Riptide* and *Remington Steele*. ABC moved into second place on Tuesday for the first time in five weeks, although due more to the weakness of a repeat of a made-for-TV movie on CBS.
- ABC won Wednesday night (July 4) with a 22.6 share of the national audience, its lowest share since the premiere of the 1983-84 season. ABC ran a special movie, "Can't Stop The Music," in place of *Dynasty* and *Hotel* repeats, and averaged a 21 share. CBS came in third, pulled down by *America at the Olympics*, a special retrospective of American Olympic athletes, which averaged 5.2/12.
- Thursday had CBS returning to healthy dominance with an average 28 share generated by repeats of *Magnum, P.I.* and *Simon & Simon*, although *Knots Landing* in the 10 to 11 p.m. block sank to a 16 share behind ABC's *20/20* and NBC's *Hill Street Blues* (25 share).
- Friday saw CBS in first, NBC in second and ABC in third for the third time that week. Although ABC dominated the 8 to 9 p.m. period with repeats of *Benson* and *Webster* and NBC scored well with a repeat of the made-for-TV movie "Off Sides" (filmed in 1980, but first aired earlier this season), the night still went to CBS with an average 21.4 share.
- Saturday night had ABC and NBC tied with an average 20.6 share, one full share point ahead of CBS. NBC's *Diff'rent Strokes* and *Silver Spoons* took the 8 to 9 p.m. block with an average 27 share against the 23 share pulled by a repeat of ABC's *T.J. Hooker*.
- CBS glided to its usual Sunday night victory beginning with a 32 share for *60 Minutes* at 7 p.m. and ending with a 27 share for *Trapper John, M.D.*

Rank	Show	Network	Rating/Share
1.	20/20	ABC	16.7/29
2.	Cagney & Lacey	CBS	[illegible]
3.	Simon & Simon	CBS	[illegible]
4.	Trapper John, M.D.	CBS	[illegible]
5.	Magnum, P.I.	CBS	[illegible]
6.	Remington Steele	NBC	[illegible]
7.	Children of [illegible]	CBS	[illegible]
8.	Hill Street Blues	NBC	[illegible]
9.	60 Minutes	CBS	[illegible]
10.	A Team	NBC	[illegible]
11.	Webster	ABC	[illegible]
12.	Newhart	CBS	[illegible]
13.	Scarecrow & Mrs. King	CBS	[illegible]
14.	One Day At A Time	CBS	[illegible]
15.	Salute To Lady Liberty	CBS	[illegible]
16.	Benson	ABC	[illegible]
17.	Riptide	NBC	[illegible]
18.	Hart To Hart	ABC	[illegible]
19.	Diff'rent Strokes	NBC	[illegible]
20.	Silver Spoons	NBC	[illegible]
21.	Family Ties	NBC	[illegible]
22.	Cheers	NBC	[illegible]
23.	TV Bloopers & Practical Jokes	NBC	[illegible]
24.	Off Sides	NBC	[illegible]
25.	Return of Beverly Hillbillies	CBS	[illegible]
26.	[illegible]	CBS	[illegible]
27.	Gimme A Break	NBC	[illegible]
28.	Monday Night Baseball	ABC	[illegible]
29.	ABC Comedy Special	ABC	[illegible]
30.	[illegible]	ABC	[illegible]
31.	Night Court	NBC	[illegible]
32.	[illegible]	[illegible]	[illegible]
33.	Mama's Family	NBC	[illegible]
34.	Love Boat	ABC	[illegible]
35.	[illegible]	[illegible]	[illegible]
36.	Fall Guy	ABC	[illegible]
37.	St. Elsewhere	NBC	[illegible]
38.	T.J. Hooker	ABC	[illegible]
39.	Hotel	ABC	[illegible]
40.	Hardcastle & McCormick	ABC	[illegible]
41.	Facts of Life	NBC	[illegible]
42.	[illegible]	[illegible]	[illegible]
43.	[illegible]	[illegible]	[illegible]
44.	Knight Rider	NBC	[illegible]
45.	Can't Stop the Music	ABC	9.1/21
46.	Knots Landing	CBS	9.1/16
47.	Three's Company	ABC	9.0/19
48.	Lottery	ABC	9.0/16
49.	Fantasy Island	ABC	8.9/18
50.	People Are Funny	NBC	8.8/17
51.	Ripley's Believe It or Not	ABC	8.6/19
52.	[illegible]	CBS	8.6/17
53.	[illegible]	NBC	8.4/19
54.	[illegible]	ABC	8.4/19
55.	[illegible]	NBC	7.8/19
56.	[illegible]	NBC	7.8/16
57.	[illegible]	NBC	7.7/16
58.	Happy Days	ABC	7.5/16
59.	[illegible]	CBS	6.0/13
60.	Olympic Trials	ABC	5.8/12
61.	Crossroads	CBS	5.7/14
62.	America At the Olympics	CBS	5.2/12
63.	[illegible]	ABC	5.2/10
64.	Mama Malone	CBS	4.7/11
65.	Summer Sunday USA	NBC	3.6/8

*indicates premiere episode

Foundation seeks 88.9 mhz; 50 kw; HAAT: 335 ft. 1805 Clover, Lake Charles, La. 70605. Principal is nonprofit educational organization headed by T. Kent Atkins, college development officer; his wife, Mary, and Jeffrey Young, minister. It has pending app.'s for four new FM', and is also applying for new FM in Phoenix (see above). Mary Atkins is app. for 166 new LPTV's. Young has app.'s for 131 new LPTV's. Filed June 28.

■ Pearl City, Hawaii—Delbert F. Ault seeks 101.9 mhz, 100 kw; minus 142.88 ft. Address: 201 South Fourth St., Lexington, Ky. 40422. Principal is also app. for new FM in Amarillo, Tex. (see below). Filed June 29.

■ *Twin Falls, Idaho—Idaho Educational Broadcasting Foundation seeks 91.7 mhz; .6 kw; HAAT 477 ft. Address: P.O. Box 384, Lewiston, Idaho 83501. Pincipal is nonprofit organization headed by Richard C. Moore, minister, and four others. They also have applications for new educational FM's in Payette and Pocatello, both Idaho. Filed June 26.

■ Rushville, Ill.—Berry-Price Communications seeks 96.7 mhz, 3 kw; HAAT 300 ft. Address: 213 East Exchange, Jerseyville, Ill. 62052. Principal is owned by Dr. Curtis O. Berry, and his wife, Glenda (37.5% each), and Larry K. Price, and his wife, Cathy (12.5% each). Price is chief engineer and news director at WBJM-AM-FM Jerseyville, Pa. They have no other broadcast interests. Filed June 26.

■ *Fort Wayne, Ind.—Family Stations Inc. seeks 91.5 mhz; 20 kw; HAAT: 400.25. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit corporation run by Harold Camping, president; Scott L. Smith, and Richard Van Dyk. It is station group of two AM's, eight FM's, 20 FM CP's, one TV, one TV CP and 104 app.'s for new stations. Smith also has interest in app. for four new AM's. It is also applying for new FM's in Bay City, Mich., Salt Lake City and Bristol, Tenn. (see below). Filed June 25.

■ *Bay City, Mich.—Family Stations Inc. seeks 89.1 mhz, 16 kw; HAAT: 664 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit corporation run by Harold Camping, president; Scott L. Smith, and Richard Van Dyk. It is station group of two AM's, eight FM's, 20 FM CP's, one TV, one TV CP and 104 app.'s for new stations. Smith also has interest in app. for four new AM's. It is also applying for new FM's in Fort Wayne, Ind., Salt Lake City and Bristol, Tenn. (see above and below). Filed June 29.

■ *Missoula, Mont.—Montana Educational Broadcasting Foundation seeks 89.9 mhz; .668 kw; HAAT: 1,424 ft. Address: 5326 East Highway, Florence, Mont. 59833. Principal is nonprofit organization run by Will Zeiler, Florence, Mont., building contractor, John Ward, Victor, Mont., potter, and Ted Jolley, manager of Victor, Mont., electronics firm. They also have applications for new FM's in Missoula and Great Falls, both Montana. Filed June 28.

■ Chadron, Neb.—Chadron Communications seeks 94.7 mhz; 30 kw; HAAT: 100 ft. Address: West Sixth & Hwy. 385, Chadron, Neb. 69337. Principal is equally owned by Patrick O. Benton, chairman; Edward N. Davenport; Robert Harvey; Keith C. Spencer; Douglas Strothheide; George Grosh, and Gerald Christoffersen. They have no other broadcast interests. Filed June 27.

■ *Spindale, N.C.—Isothermal Community College seeks 88.7 mhz; 18.6 kw; HAAT: 3,054 ft. Address: P.O. Box 804, Spindale, N.C. 28160. Principal is educational institution headed by Ben E. Fountain, president. Member of the board, Don H. Lovelace, owns WAGY(AM) Forest City, N.C. Application is mutually exclusive with app. of Family Stations Inc. and app. of Blountville Education Association Inc. Filed June 29.

■ Bellwood, Pa.—Relm Communications seeks 103.9 mhz; 39 kw; HAAT: 900 ft. Address: 802 Allegheny St., Hollidaysburg, Pa. 16648. Principal is owned equally by Rocky L. McCumbee and his wife, Elizabeth. He is program director at WVAM(AM)-WPRR(FM) Altoona, Pa., and has no other broadcast interests. Filed June 29.

■ Mifflinburg, Pa.—Hale Communications seeks 98.3 mhz; 3 kw; HAAT: 270.6 ft. Address: 1002 Louisa St., Williamsport, Pa. 17701. Principal is owned by Martin Fleisher and his wife, Felicia (40% each), his sons Mark (10%) general partner, and Bennet (5%), and his daughter, Susan (5%). Mark is advertising consultant for WSQV(AM) Jersey Shore, Pa. Martin is maintenance engineer with RKO Radio Network. Others have no other broadcasting interests. Filed June 29.

■ Philadelphia—American Minority Communications Inc. seeks 96.5 mhz; 16.8 kw; HAAT 780 ft. Address: 4817 Old York Rd., Philadelphia, Pa. 19141. Principal is owned by Royall Sims (51%), C. Delores Tucker (24.5%) and Clarence Farmer (24.5%). They have no other broadcast interests. Filed June 29.

■ Aiken, S.C.—South Carolina Educational Television Commission seeks 89.1 mhz; 10 kw; HAAT: 1,236 ft. Address: 2712 Millwood Ave., P.O. Drawer L, Columbia, S.C. 29250. Filed June 29.

■ *Bristol, Tenn.—Family Stations Inc. seeks 88.3 mhz; 1 kw; HAAT: 1,810 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit corporation run by Harold Camping, president; Scott L. Smith, and Richard Van Dyk. It is station group of two AM's, eight FM's, 20 FM CP's, one TV, one TV CP and 104 app.'s for new stations. Smith also has interest in app. for four new AM's. It is also applying for new FM's in Bay City, Mich., Salt Lake City and Fort Wayne, Ind. (see above and below). App. is mutually exclusive with app. of Blountville Education Association Inc. for new FM in Blountville, Tenn. Filed June 29.

■ Amarillo, Tex.—Delbert F. Ault seeks 103.1 mhz; 3 kw; HAAT: 300 ft. Address: 201 South Fourth St., Lexington, Ky. 40422. Principal is also app. for new FM in Pearl City, Hawaii (see above). Filed June 29.

■ Amarillo, Tex.—Lewellyn Broadcasting seeks 103.1 mhz, 95 kw; HAAT: 495 ft. Address: 1302 Westheimer Rd. #107, Abilene, Tex. 79601. Principal is owned by Pamela K. Ellis (60%), Jess W. Lewellyn Jr. (25%), and his father, Jess Sr. (15%). Jess Lewellyn Jr. is employed at KEAN-AM-FM Abilene, Tex. Others have no other broadcast interests. Filed June 29.

■ Amarillo, Tex.—Atkins Broadcasting Co. seeks 103.1 mhz, 3 kw; HAAT: 300 ft. Address: 7146 Bayberry, Dallas, Tex. 75249. Principal is owned by T. Kent Atkins, who is on board of Southwest Educational Media Foundation Inc. (see above and below). Filed June 28.

■ *Bryan, Tex.—Waco Educational Broadcasting Foundation seeks 89.9 mhz; .55 kw; HAAT: 383 ft. Address: 1208 N. Robinson Dr., Waco, Tex. 76706. Principal is nonprofit charitable trust run by Jim Nabors and his wife, Gayle, and R.L. Whitworth, and his wife, Nona. They also have app.'s for new FM's in Palestine, Brownwood, Waco and Abilene, all Texas (see below). Filed June 26.

■ *Lubbock, Tex.—Caprock Educational Broadcasting Foundation seeks 90.1 mhz; .638 kw; HAAT: 268 ft. Address: 3515 Goodfellow Dr., Amarillo, Tex. 79121. Principal is nonprofit corporation run by Gary Barton, Scott Gilmour and Mark Ensign. They also have app.'s for new FM's in Plainview and Borger, both Texas (see below). Filed June 27.

■ *Palestine, Tex.—Waco Educational Broadcasting Foundation seeks 91.5 mhz; .55 kw; HAAT: 519 ft. Address: 1208 N. Robinson Dr., Waco, Tex. 76706. It also has app.'s for new FM's in Bryan, Brownwood, Waco and Abilene, all Texas (see above). Filed June 26.

■ *Plainview, Tex.—Caprock Educational Broadcasting Foundation seeks 90.7 mhz; .55 kw; HAAT: 334 ft. Address: 3515 Goodfellow Dr., Amarillo, Tex. 79121. Principal is nonprofit corporation run by Gary Barton, Scott Gilmour, and Mark Ensign. They also have app.'s for new FM's in Lubbock and Borger, both Texas (see above). Filed June 27.

Summary of broadcasting
as of April 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,747	170	4,910
Commercial FM	3,577	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,464	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	537	23	558
Commercial UHF TV	347	222	562
Educational VHF TV	112	3	115
Educational UHF TV	173	25	198
Total TV	1,169	273	1,452
VHF LPTV	194	74	266
UHF LPTV	78	136	207
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Salt Lake City—Family Stations Inc. seeks 88.3 mhz; 1 kw; HAAT: 1,810 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Principal is nonprofit coporation run by Harold Camping, president; Scott L. Smith, and Richard Van Dyk. It is station group of two AM's, eight FM's, 20 FM CP's, one TV, one TV CP and 104 app.'s for new stations. Smith also has interest in app. for four new AM's. It is also applying for new FM's in Bay City, Mich.; Fort Wayne, Ind., and Bristol, Tenn. Filed June 25.

■ *Winchester, Va.—Alpha Educational Broadcasting Foundation seeks 91.7 mhz; 100 w; HAAT: 1,153 ft. Address: 9546 Shore Dr., Norfolk, Va. 23518. Principal is nonprofit charitable trust run by Charles Offut, and his wife, Phyllis. It also has app. for new FM in Fredricksburg, Va. Filed June 28.

■ *Moses Lake, Wash.—Joy Educational Broadcasting Foundation seeks 91.5 mhz, .6 kw; HAAT: 665 ft. Address: 1632 98th St., Oakland, Calif. 94603. Principal is nonprofit corporation run by Darrell D. Collard, sole board member. He also has app. for new FM in Clamath Falls, Ore. Filed June 27.

TV's

■ Gulf Shores, Ala.—WHIS Unlimited Ins. seeks ch. 55; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 486.9 ft.; ant. height above ground: 473 ft. Address: P.O. Box, 193, Gulf Shores, Ala. 36542. Principal is equally owned by Monty H. McVicker, H.C. Pierce, Noel D. Hand, George W. Jones, Tedd Martin, Billy R. Clark, George W. Duke, William G. Noland, William E. Callander, Clyde G. Lipscomb and Walter E. Stewart. They have no other broadcasting interests. Filed July 2.

■ Phoenix—Jonathan Byrd seeks ch. 45; ERP vis. 1,321 kw, aur. 132.1 kw; HAAT: 1,715 ft.; ant. height above ground: 255 ft. Address: P.O. Box 413, Greenwood, Ind. 46142. Principal has no other broadcast interests. Filed June 28.

■ Paradise, Calif.—William G. Holdinghausen seeks ch. 46; ERP vis. 339 kw, aur. 33.9 kw; HAAT: 581.6 ft.; ant. height above ground: 150 ft. Address: 7620 Skyway, Paradise, Calif. 95969. Principal is app. for three LPTV's in Calif. Filed June 27.

■ *Visalia, Calif.—Diocese of Fresno Education Corp. seeks ch. 49; ERP vis. 3,000 kw, aur. 300 kw; HAAT: 2,247 ft. Address: 1550 N. Fresno St., Fresno, Calif. 93703. Principal is nonprofit religious institution headed by Joseph J. Madera, bishop. It has no other broadcast interests. Filed June 29.

■ Pikeville, Ky.—Hobart C. Johnson seeks ch. 51; ERP vis. 1,347 kw, aur. 202 kw; ant. height above ground: 670.15 ft. Address: 310 Main St., Pikeville, Ky. 41501. Principal has no other broadcast interests. Filed June 28.

■ Helena, Mont.—John R. Powley seeks ch. 10; ERP vis. 250 kw, aur. 25 kw; HAAT: 2,248 ft.; ant. height above ground: 136 ft. Principal also owns WOPC(TV) Altoona, Pa., WHGM(TV) Bellwood, Pa., and WIMM(TV) Iron Mountain, Mich., is app. for new TV in Logan, Utah, and Altoona, Pa. (see below), and Brady, Tex., and is app. for eight LPTV's. Filed June 25.

■ Roswell, N.M.—Susan Harris seeks ch. 21; ERP vis. 1,921 kw, aur. 192.1 kw; HAAT: 1,042 ft.; ant. height above ground: 1,024 ft. Address: 5875 Saltzburger Rd., Groveport, Ohio 43125. Principal is also app. for new FM in Santa Fe (see below). Filed June 28.

■ Santa Fe, N.M.—Susan Harris seeks ch. 19; ERP vis. 4,720 kw, aur. 472 kw; HAAT: 1,966 ft.; ant. height above ground: 206 ft. Address: 5875 Saltzburger Rd., Groveport, Ohio 43125. Principal is also app. for new TV in Roswell, N.M. (see above). Filed June 28.

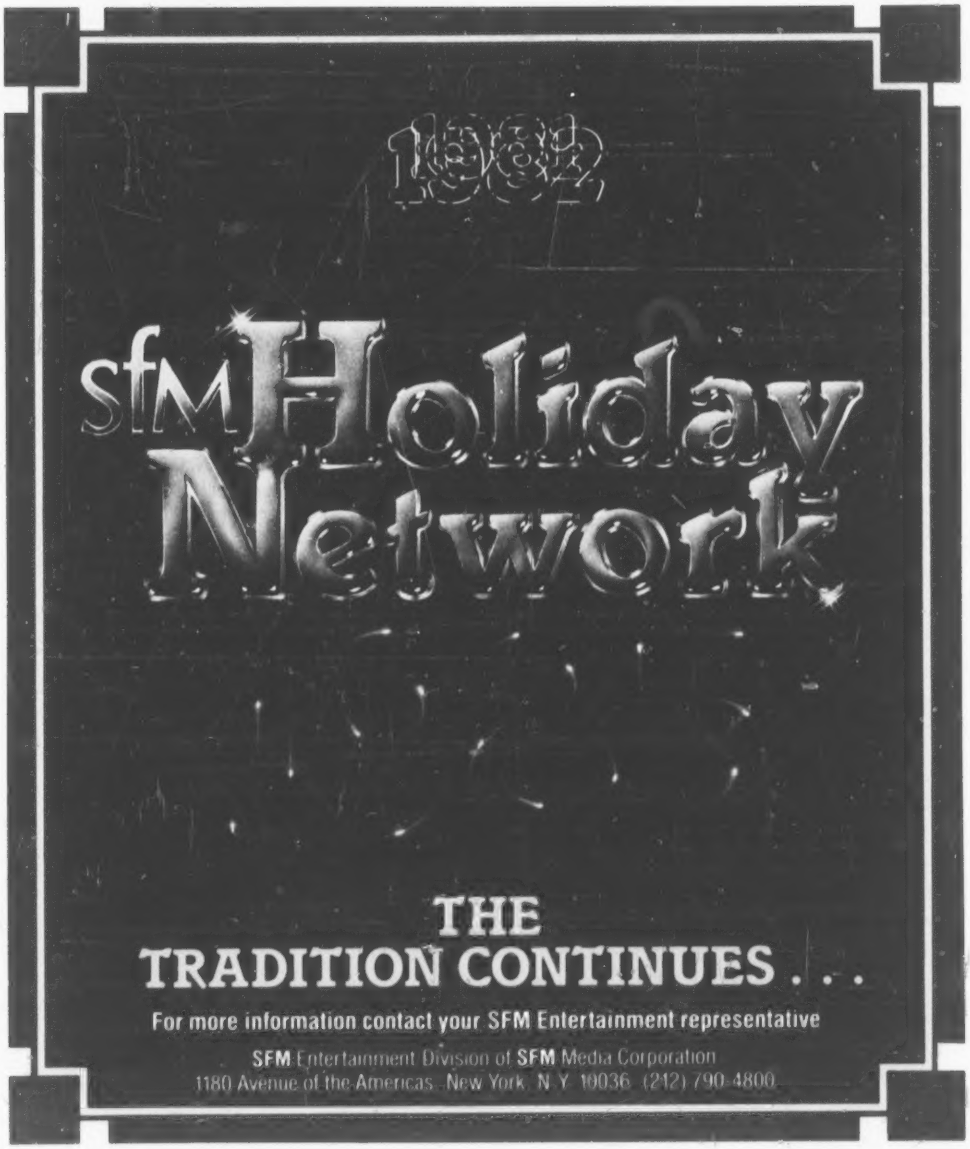
■ Altoona, Pa.—John R. Powley seeks ch. 13; ERP vis. 316 kw, aur. 31.5 kw; HAAT: 443 ft.; ant. height above ground: 236 ft. Principal also owns WOPC(TV) Altoona, Pa., WHGM(TV) Bellwood, Pa., and WIMM(TV) Iron Mountain, Mich., is app. for new TV in Logan, Utah, Helena, Mont., and Brady, Tex., and is app. for eight LPTV's (see above). Filed June 25.

■ Block Island, R.I.—Offshore Broadcasting seeks ch. 69; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,449.9 ft.; ant. height above ground: 1,375.3 ft. Address: 57 Combsett Ave. Apt. 6, West Warwick, R.I. 02893. Principal is owned by Lisa M. Gormes (20%) and Raymond A. Yorke (80%). Gormes is intern at WSNE(FM) Taunton, Mass. Yorke has interest in app. for new FM in Bonita Springs, Fla. Filed June 29.

■ Block Island, R.I.—T.N. Robinson, seeks ch. 69; ERP vis. 5,000 kw, aur. 1,000 kw; HAAT: 750 ft.; ant. height above ground: 745 ft. Address: 1 Ocean Ave., Block Island,

The Fifth Estate

Broadcasting ⚡ Jul 23



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53d Year 1984

A special report on Radio '84

Vol. 107 No. 4

Broadcasting Jul 23

More coverage from more news organizations at DNC
Cable withdraws support from H.R. 4103
The state of the radio art: 1984

MAIN EVENT □ There was more coverage than ever before from the Democratic national convention. The networks were cutting back, but the gavel-to-gavel coverage from C-SPAN and the Cable News Network, plus the hundreds of reporters from local television and radio stations more than picked up the slack. **PAGE 35.**

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ON TOP □ ABC Entertainment ratings tops radio's RADAR report. **PAGE 42.**

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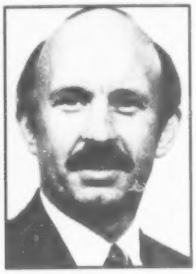
dio and Torbet, said nonwired billings are "flat." A lot of business that was in nonwired a year ago, such as automotive, is not there today, he said. Moore remains optimistic about the third quarter in general, estimating it will finish about 14% ahead, which, he said, takes into account an extra billing week in September. But, he added, business out of New York has been slow all year.

Rich White, executive vice president and general sales manager of Major Market Radio, echoed Moore's remarks about nonwired network business. White suggested that the rep networks seem to be helping the markets below the top 50, which, according to RER, rose 17.8% in spot business for the first five months of the year, compared to 6.5% for the top 10 markets. He agreed that national spot business for the quarter will be up between 13% and 15%. Colombo added that nonwired network expenditures look very active beginning in September.

Moore


White

An industry trend that drew unsolicited comments from station reps was the growth in the syndication business. Newmark voiced the concern that some reps have: "It's not just affecting younger demographics. Syndication, as an overall source of revenue, is probably the fastest growing area of broadcasting or radio . . . I can tell you that most of the younger demographic buys that had traditionally bought spot radio are not buying spot radio any more, they're buying wired and syndication. An example of that might be some of the armed forces, candies and soft drinks. It's not just all of a sudden but overall; the trend seems to have accelerated over the past 12 months."

Kaufman, of CBS/FM, concurred with Newmark: "From a spot standpoint, syndication is my hate this year. Especially in the area of youth, they take away from us. On a weekend, listen to all those countdowns. You have the country's, oldies, the Dick Clark's of the world, and they get advertisers for nothing. The rates are ridiculous. I don't know how they make money, and then some of these things later drop by the sides," Kaufman said. □

Network radio business: climbing to a plateau

Although 20% annual growth rate has been norm, this year may see 15% or lower; Olympics, political conventions taking dollars to TV; executives still see double digit growth

Nineteen eighty-four may be the first year in which network radio falls short of the nearly 20% average growth it has recorded over the past five years. Executives in the business, while careful to add they believe the party is far from over, are estimating that annual revenue growth this year among the major national networks will be more in the 15% range, maybe lower, hovering around 10%.

There is no single cause for the declining growth rate, executives report. Rather, they say, it is a combination of converging factors. Notable among the explanations are the Olympics and political conventions, which are commonly blamed for siphoning advertising dollars out of the network radio marketplace and into television; an absence during the first quarter of advertising dollars from the automotive category; and the added inventory, resulting in lower pricing, which has come from the proliferation of advertiser-supported syndicated radio program services and new networks that have sprung up in the past few years.

Despite those factors—cable is usually conspicuously absent—network radio executives are upbeat about the future of their business and cite their expanding affiliate base as evidence. But network radio sales during the first five months of 1984 were nearly flat compared to the same period a year ago—up only 0.7%. The figures, based on financial information confidentially collected from ABC, CBS, Mutual, NBC, RKO and Sheridan by the accounting firm of Ernst & Whinney, show network radio revenues from January through May totaling $101,412,840, compared to $100,698,162 last year. In 1983, network radio business totaled $253,492,687.

But the Ernst & Whinney report for May showed a sudden jump to $27.5 million, up from $21.6 million for April, and one of the best months for network radio in recent times. According to Art Kriemelman, the president of the Radio Networks Association, who has since joined RKO Radio (see "In Brief"), the second half of 1984 "will be right back in a strong double-digit posture, probably around 15%." As for growth during the full year, Kriemelman matter-of-factly states, "Nothing grows at 20% a year into infinity. There are always growth cycles, and I think the logical part of this growth cycle was for a flattening out to come while the new advertisers and new inventory caught up."

Dick Penn, senior vice president, NBC Radio Networks, said the first quarter was "very difficult," but he characterized the second and third quarters as "exceedingly strong" with double-digit growth. The first quarter was "especially hard on the youth networks," he said, because some advertisers delayed their schedules until the second quarter and others allocated network radio budgets to the Olympics on television. Among those that left network radio to chase the Olympics on television were the beer companies and military services, said Penn.

At present, the three NBC radio networks total 664 affiliates, with the NBC Radio Network leading with 317 affiliates, followed by Talknet with 197 and youth-oriented The Source with 150. Only six weeks ago, Penn said, NBC announced it would begin syndicating through The Source *Sexually Speaking*, a weekly talk and call-in show that focuses on sexual problems, hosted by Dr. Ruth Westheimer and currently airing over NBC-owned WYNY(FM) New York. Penn said thus far 60 stations have signed up for the broadcast.

Penn

McLaughlin

"We'd come off some spectacular growth in past years," reflected Edward F. McLaughlin, president, ABC Radio Networks, "but we didn't see that kind of growth in the fourth quarter of last year [illegible] certainly not in the first quarter of this year." While McLaughlin believes cable "had some impact on us," he emphasized "the truth of the matter is I think it was time for the networks to plateau to some degree."

Since 1982, ABC has launched three new radio networks—ABC Direction Network, ABC Rock Radio Network and ABC Talkradio—and has introduced several new programing services within each. And ABC is not alone in expanding. Along with the introduction of 24-hour satellite networks there has been a proliferation of syndicated bartered "networks." "What happened is that there have been so many new entries into the business that there has been some fractionalization of total inventory," McLaughlin said. He said the influx of new competition was the reason that network radio didn't see price increases.

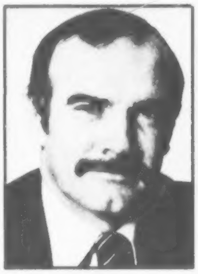
In spite of the fractionalization that McLaughlin said has made itself felt in the industry, he reported that ABC "probably had the highest percentage of new business this year that it has ever had." New advertisers in the past year on ABC Radio Networks include American Express Traveler's Checks; Blue Bell/Wrangler Jeans; Dannon Yogurt; E.F. Hutton; Pillsbury/Burger King; Mars (Snickers); Universal Pictures, and Sterling Drug.

Contrary to the first quarter, the second quarter "will be a record quarter," McLaughlin assured, "and I think that will apply to all network radio."

"Any growth we had was in our youth business," said Michael Ewing, vice president and general manager, CBS Radio Network, about the first half of this year. He sees 10% to 12% growth for the industry in 1984. New advertisers have included insur-

Ewing

Brescia



Hogan

Clements

ance financial services companies. Ewing also said that Procter & Gamble is getting ready to return to network radio by making a "very substantial" commitment. P&G, he said, has been out of network radio for several years, concentrating on network and spot television and experimenting with cable. If P&G commits, Ewing said it would probably be on CBS's youth-oriented RadioRadio network. Others confirmed P&G's network radio budget plans, one even putting it in the $2-million to $3-million range.

When asked what went wrong in the first quarter of this year, Richard M. Brescia, senior vice president, CBS Radio Networks, said: "Many of the national advertisers were not dealing with the kind of budgets we had hoped." The advertisers who use network radio, he said, were tying into the Olympics and elections in other media, notably television. As a result, when it came to network radio, "a lot of advertisers were able to negotiate some pretty good deals."

He also observed that "automotives were mostly out" for the first part of this year. On the surface that may seem peculiar given Detroit's well publicized comeback this year, but Brescia said the automotive industry could probably afford more television time these days. "When times are tough, radio seems to fit more into their marketing plans."

Bill Hogan, who took over as president of RKO Radio Networks (RKO I and II) last April, is projecting annual growth for network radio to be only 8% to 9% over last year. He observed that the "optimism" that the Olympics and elections originally fueled, as far as network radio is concerned, didn't hold up.

Part of the problem, Hogan suggested, may be the profusion of networks—anywhere from 20 to 35, depending on how they are defined. The networks, more than ever, must scramble for the attention of advertising agencies, he said.

"We're trying to revitalize this network," said Jack Clements, executive vice president and general manager of the Mutual Broadcasting System, of his plans to get Mutual back on its feet. In what he termed an "unusual year for Mutual," Clements outlined a number of changes that have been made at that network since its former president, Marty Rubenstein; its vice president of news, Tom O'Brien, and its senior vice president of corporate services, Jerry Wallace, all departed last spring (BROADCASTING, April 30). Ron Nessen, former press secretary to President Ford, has been hired as vice president for news, and new sales managers have been appointed at all four of Mutual's regional sales offices: New York, Los Angeles, Chicago and Detroit. There has also been some reshuffling of account executives within those offices, Clements reported, "in order to peddle our product in a more professional manner."

Mutual did not escape the poor first quarter the industry suffered, Clements said. The Olympics, Clements explained, "sucked a lot of dollars out of the network radio market." According to Clements, "the advertisers don't add a lot of extra dollars when they have a lot of extra things to do. They simply reapportion the dollars they have."

In addition, Clements pointed out, "this network in particular suffered financially because of news media reports that we were for sale . . . That hurt us. That cost us dollars."

Coupled with a downward trend in the spring 1983 RADAR 27 report, Mutual's annual revenue growth in fiscal 1984 never reached the 20% its former president was projecting (Mutual's fiscal year ends Aug. 31). In fiscal 1984, Clements said, Mutual was "just slightly ahead" of the previous year.

Clements also mentioned "shoring up our affiliate base" as one of the priorities Mutual has set for itself. "And we are adding names to our network stable," noting that Los Angeles Dodgers manager Tommy Lasorda does baseball commentary for Mutual, and Senators Ted Kennedy (D-Mass.) and Robert Dole (R-Kan.) do a political face-off piece. "And we're looking into other nationally known names."

John Tyler, president of the Dallas-based Satellite Music Network, said SMN is signing up an average of a station per day. "We're seeing more of the top 75 markets move into our kind of service than in the previous two years. It used to be tough getting a major-market station to carry our service, even on an overnight or weekend basis, but in the past year there has been a lot of movement among major-market stations to reduce their overhead."

Since July 1, Tyler said, SMN has picked up affiliates in several major markets, which will program part of their day off the SMN satellite. "That's something you weren't seeing at SMN a year ago. It comes from the recognition that we aren't going to go away."

The 24-hour network, which recently went public, now has 363 affiliates. Another 108 stations have put down a deposit and are under contract to come aboard. SMN currently offers four formats: country (153 affiliates); adult contemporary (131); big band/MOR (63), and its latest addition, "Rock America" (14 with another 20 waiting to sign on the air). "Rock America" is a contemporary hit format launched last Feb. 1.

SMN keeps two minutes per hour for national advertisng, with one-minute spots costing, on average, $500-$600 (30-second units are sold at 80% of the full-minute rates). Except in 19 major markets where SMN compensates the stations that carry it, the rest of the affiliates must pay carriage fees. Tyler said 95% of SMN's affiliates carry the network around the clock. But due to SMN's start-up costs, the network is not making a profit. Tyler said he expects to be in the black by the second quarter of 1985—

A look at where they are in the sky

Highlighted below are major radio networks along with the name of the satellite and transponder they use as well as an affiliate count (in some cases, an approximate number).

Affiliates	*Network*	*Satellite and transponder*
ABC Radio Network * Talkradio	Satcom I-R, 23	1725 (combined)
Associated Press Network	Westar III, 1	1125
CNN Radio Network **	Satcom III-R, 14	157
CBS Radio Network RadioRadio	Satcom I-R, 19	850 (combined)
Music Country Network ***	Westar III, 1	122
Mutual Broadcasting	Westar IV, 2	850
NBC Radio Network The Source Talknet	Satcom I-R, 19	664 (combined)
National Public Radio	Westar IV, 2	288
RKO Radio Networks (I and II)	Satcom I-R, 19	575
Satellite Music Network	Satcom III-R, 3	363
Sheridan Broadcasting ****	Satcom IV, 7	115
Transtar Radio Networks *****	Telestar 301, 5 Westar III, 2	160
UPI Radio Network	Westar III, 1	750
Wall Street Journal Report	Westar III, 1	80

* Contemporary, Direction, Entertainment, FM, Information and Rock networks

** Affiliate count includes separate affiliate lists for two weekly programs: ***Top 30 USA*** and ***Top 40 Satellite Survey***. Basic affiliates total 550 for both networks.

*** Co-venture of AP Network and ***WSM*** Inc. Nashville

**** 100 of 115 affiliates are receiving programing via satellite

***** Adult contemporary format is on Westar system, country and "light" contemporary (Format 41) are on Telestar about a year behind the original schedule.

At Transtar Radio Networks, another 24-hour satellite-delivered network, President Terry Robinson said 160 affiliates are on the air, with another 47 expected to sign on within the next eight weeks. Transtar, he said, is adding affiliates at the rate of about 25 per month, and by the end of the year, he expects to have 300 contracts, with 250 stations on the air. (There is about a two-month lag between signing an affiliate and going on the air, Robinson explained.) Some 60% of the affiliates carry Transtar's adult comtemporary format, and 40% carry its country format.

Robinson said Transtar, a subsidiary of Sunbelt Communications, a Colorado Springs-based group owner of seven radio stations, is also developing with Viacom a new format called "Format 41," similar to the "light" contemporary sound of Viacom's WLTW(FM) New York. The format will be designed to appeal to listeners with a median age of 41.

Transtar became profitable in June, Robinson reported, later than orginally hoped. Setbacks occurred because of the "seven-figure" cost of developing each format. In 1985, Robinson said, Transtar will expand its Transtar Radio Shows—the program production arm of Transtar Radio Networks. Although Transtar Radio Shows this year will consist principally of three one-time specials, Robinson said next year's plans call for syndicating two weekly shows, one monthly show and four specials.

As is the case with SMN, Robinson said affiliates in the major markets tend to cherry-pick programing, "although the extent of utilization of programing is increasing dramatically." Transtar also compensates its affiliates in the top 25 markets.

"The most significant thing is we are a legitimized form of programing now. We had to do a lot of missionary work to get to this point. And I see the trend continuing," Tyler said.

Among the continuing trends that at least one radio executive wishes would disappear is the skittishness on Madison Avenue toward black-formatted radio. Glen Mahone, president of the Sheridan Broadcasting Network, said that among advertisers, "if there's been any progress it has been a gradual erosion of the traditional myopia" that the black market is not a big-spending consumer market. "The minority-base buying power is the sixth or seventh largest buying market in the world. It's becoming better, but I think the ultimate equality of ethnic radio is still a ways off."

Mahone

Pates

As an example, Mahone said in 1983 Sheridan had 8% of the network audience, but only 2% of total network revenue.

Mahone pointed out that according to RADAR, Sheridan had an average cume audience of 4.2 million adults, 18-34, per week. Among that group, 44% attended or graduated from college; 16% were in professional or managerial positions; 28% had an annual income of $30,000 or more; 70% lived in the top 25 metro areas; 42% lived in households of three or more; 55% do not watch TV in the daytime; 37% do not watch early fringe, and 32% rarely watch in the evening. "That certainly belies the fact that black people don't have any money," Mahone said.

Sheridan's future includes a plan to "supplement our affiliates with things they want but are not inclined to do themselves," said Mahone. On the drawing board are a gospel show and a jazz show, although the latter, Mahone laments, is "one format everybody loves but advertisers won't buy."

The Wall Street Journal Report, a radio news service of Dow Jones & Co. (publisher of *The Wall Street Journal* and *Barron's*), now reaches 80 affiliates in the top 50 markets and affluent secondary markets, reported Robert Rush, director of broadcast services for Dow Jones. *The Wall Street Journal Report* is fed 18 times per day, three minutes per feed, from 5:50 a.m. to 5:50 p.m. There is also a 4:20 p.m. stock market final. Affiliates must clear six minutes of barter advertising per day. "Almost all of our advertisers are *Wall Street Journal* advertisers," said Rush. (The radio service is not an add-on; it is sold separately from the *Journal*.)

According to Rush, advertising revenues at *The Wall Street Journal Report* are ahead of industry averages. He reports that sales in the first and second quarters are about 12% ahead of the first six months of last year, although "the first quarter was difficult."

Some of the advertisers on *The Wall Street Journal Report* are unlikely to appear on other radio networks: Dictaphone, Rolls Royce, Executone (a telecommunications company), to name a few. Rush said a 60-second spot usually begins at $3,900 before discounting, and that an open rate for a week's sponsorship (one minute per day or a total of five minutes per week) runs $19,500.

Bob Pates, vice president of CNN Radio, said it now has 162 affiliates, double last year's figure. CNN Radio begins the day with an hour of news at 5 a.m.-6 a.m., before switching over to eight-and-one-half minutes of news at the hour and half-hour. A 90-second block of advertising makes the CNN Radio portion 10 minutes twice an hour. The 40-minute balance is the audio from CNN Headline News.

CNN Radio last week began syndicating 90-second features that include short reports on health, money, sports and education. The barter package consists of eight 90-second reports per week coupled with a 60-second spot. It will be distributed only in the top 50 markets. "We'll see what kind of return we'll get," said Pates. In the future, Pates indicated, CNN Radio will be looking to expand its syndicated programs, probably focusing on business and financial reports (38% of CNN Radio's affiliates are news/talk stations). "Syndication is going to be a very big part of our company," Pates predicted.

The UPI Radio Network has a count of 526 affiliates—750 if AM and FM stations are listed separately. UPI Radio Network also serves CNN, RKO, NBN and a variety of state networks. A four-and-one-half-minute newscast is fed on the hour, and a two-minute newscast on the half-hour. A business report goes out at 10:45 a.m. and 4:45 p.m., with a closing stock market report at 5:06 p.m.

The AP Network News—formerly Associated Press Radio Network—still claims about 1,100 affiliates. Over the past year it has added two newscasts on top of its regular hourly five-minute report. The first, *AP News Minute*, feeds at 58 minutes after the hour. The second, *AP Newswatch*, goes out at 30 minutes past the hour. "The idea was to create more variety for our affiliates," explained Pat Hazen, director of station services. "These reports are much more upbeat compared to our regular five-minute newscast."

Additionally, AP, in conjunction with WSM Inc., Nashville, airs the Music Country Network, an eight-hour overnight programing service transmitted nightly from Nashville via satellite beginning at 10 p.m. (NYT). The network, now in its third year, has grown to 122 affiliates. ☐

Blips on the RADAR

The top rated radio network among persons, 12 years and older, is ABC's Entertainment Network, which has an average audience estimate of 1,581,000 listeners per commercial, Monday through Sunday, 6 a.m. to midnight, according to the new spring 1984 RADAR 29 (Vol. 2) ratings report released last week by Westfield, N.J.-based Statistical Research Inc.

Rounding out the top five networks in the 12-plus category are: ABC Information (1,560,000 listeners), NBC Radio Network (1,536,000), RKO I (1,517,000) and CBS Radio Network (1,360,000).

As for the five most listened-to networks among persons, 18 years and older, ABC Entertainment again was on top, posting 1,534,000 listeners per commercial. Following ABC Entertainment was ABC Information (1,507,000), NBC Radio Network (1,473,000), CBS Radio Network (1,352,000) and RKO I (1,280,000).

The new RADAR report also marks the first time NBC Talknet, Satellite Music Network and Transtar Radio Networks have been measured (for complete story, see "Top of the Week").

slot."

Burell gave the much-promoted *V* on NBC at 8 to 9 p.m. on Friday only a "fair" mark. He warned that NBC's strategy to repeat the original mini-series from August through October—holding off introducing new one-hour episodes until after the World Series—runs the risk of allowing viewers to get hooked to new season shows on the other two networks. ☐

MCA announces new division

MCA-TV has formed a new division called Encore Programs to distribute many MCA-TV programs not currently in syndication. The new division will include a "full spectrum of programing," including half-hours, hours and 90-minute series of action/adventure, situation comedies, suspense drama, science-fiction, horror and westerns.

The division was established, said MCA President Don Menchel, because of marketplace developments. Specifically, said Menchel, stations had inquired about programing in MCA-TV's library that has, until now, been unavailable. Another factor, said Menchel, was the increasing number of new independent stations needing programing.

Encore Programs will be headed by Shelly Schwab, senior vice president, marketing, MCA-TV. He will retain responsibilities as head of MCA-TV's barter and first-run syndication departments.

Encore Programs will be sold only on a cash basis. The first release will be a package of 87 off-network hours never released into syndication, called "5 Star Mystery." The package includes *Delvecchio*, starring Judd Hirsch (20 hours); *Ellery Queen*, starring Jim Hutton (22 hours); *Mrs. Columbo*, starring Kate Mulgrew (14 hours); *O'Hara, U.S. Treasury*, starring David Janssen, and *City of Angels*, starring Wayne Rogers.

Other Encore series are *Rich Man, Poor Man* (12 hours); *Rich Man, Poor Man: Book II** (22 hours); *The Bold Ones* (98 hours); *Bachelor Father* (175 half-hours); *Night Gallery* (97 half-hours); *Name of the Game* (76 90-minute episodes); *Ironside* (198 hours); *Run For Your Life* (85 hours); *Love That Bob* (173 half-hours); *Mickey Spillane's Mike Hammer* (78 half-hours); *The Deputy* (76 half-hours); *It Takes A Thief* (65 hours); *Thriller* (65 hours), and *Men From Shiloh** (23 90-minute episodes).

In addition, Encore's line-up includes "Best Sellers I" ("Captains & Kings," "Once An Eagle," "The Rhinemann Exchange" and "Seventh Avenue") and "Best Sellers II" ("79 Park Avenue," "Aspen," "Wheels," "Loose Change," "Dark Secret of Harvest Home" and seven "Dead End Kids'" movies. Asterisks above denote first time in syndication. ☐

All-star baseball game pushes ABC into first

Powered by a rare Tuesday night victory due to carriage of the major league All Star baseball game, ABC won the prime time ratings for the week ended July 15. According to Nielsen, ABC won with an average 11.8 rating and 23 share compared to 11.3/22 for CBS and an 11.1/22 for NBC.

The All Star game, which averaged 20.1/35, was the second ranked show of the week; the *Miss Universe Pageant*, on CBS (Monday, 9-11 p.m.), was the top ranked show, averaging a 21.2/36. ABC won Tuesday, Wednesday and Saturday; CBS took Monday and Sunday and tied with NBC on Friday. NBC won Thursday.

The combined network rating/share was 34.2/67, compared to 36.9/71.2 for the same period a year ago, representing a drop of 2,075,100 households. Last year CBS carried the *Miss Universe Pageant* and scored a 22.6/38, over one full rating point better than ABC's broadcast this year.

ABC's Tuesday win with an average of 19.6/34.7 was the highest nightly average achieved by any network for the week. CBS had the second highest nightly average for Monday night, 18/32.1. CBS and NBC each had four of the top 10 shows of the week while ABC had two.

Forty-two of the 61 prime time shows in the week were repeats, and 10 of the 19 first-run shows were specials.

Highlights of the week, night by night:

■ ABC was in third place for the fifth consecutive Monday, this time held down by a made-for-TV movie, "Concrete Beat." Although CBS won the night, NBC led in the 8 to 9 p.m. period with a repeat of *Television Bloopers and Practical Jokes*, which averaged a 25 share compared to CBS's 23 share for *Scarecrow & Mrs. King* opposite it. A repeat of the second part of "The Executioner's Song," (9-11 p.m.) on NBC averaged a 10.8/18 compared to a 24/36 for its premiere broadcast on Nov. 29, 1982.

■ NBC pulled up into second place behind ABC with repeats of its regular line up, while CBS's 1983 made-for-TV movie, "Will There Really Be A Morning?," averaged a 9.8/17 and delivered that network into third place for the night.

■ ABC won Wednesday night with a 1982 made-for-TV movie, "Money On The Side," and buttressed by a superior lead-in from *The Fall Guy*. NBC placed second with its regular lineup, while the new CBS News summer series, *Crossroads*, and a 1980 made-for-TV movie, "Angel City," delivered CBS in third place with an average 9.8 rating for the night.

■ On Thursday, NBC had its only clear win for the week, averaging a 12.3/24.2 with repeats of its regular schedule. CBS pulled into second and dominated the 8 to 9 p.m. period with a repeat of *Magnum, P.I.*,

■ CBS and NBC tied Friday night with an average 10.6/22.3. The two networks were neck and neck all night, with CBS's *Dukes of Hazzard* and NBC's *Master* each pulling 23 shares at 8 p.m., and then *Dallas* and *Falcon Crest* on CBS and the 1980 Canadian theatrical "The Changeling" all tying with a 22 share. Baseball on ABC averaged 8.2/17, its lowest weeknight prime rating this summer.

■ Saturday saw ABC the winner, never falling below a 26 share, with repeats of its regular schedule. NBC was second with an average 16.5 share, while CBS came in third with an average 14.7 share.

■ Sunday night CBS won with an average 26 share. NBC came in second averaging a 22.6 share and ABC third with an 18.8 share. NBC News's *Summer Sunday U.S.A.* scored a 3.2/7, the lowest rated program of the week.

Rank	Show	Network	Rating/Share
1	Miss Universe Pageant	CBS	21.2/36
2	Major League All Star Game	ABC	20.1/35
3	[illegible] Money [illegible]	ABC	[illegible]
4	A-Team	NBC	[illegible]
5	[illegible]	NBC	[illegible]
6	Trapper John, M.D.	CBS	[illegible]
7	60 Minutes	CBS	[illegible]
8	Alice	CBS	[illegible]
9	Hill Street Blues	NBC	[illegible]
10	Riptide	NBC	[illegible]
11	Simon & Simon	CBS	[illegible]
12	Remington Steele	NBC	[illegible]
13	All Star Pregame	ABC	[illegible]
14	Facts of Life	NBC	[illegible]
15	Magnum, P.I.	CBS	[illegible]
16	Cheers	NBC	[illegible]
17	TV Bloopers & Practical Jokes	NBC	[illegible]
18	Love Boat	ABC	[illegible]
19	Fantasy Island	ABC	[illegible]
20	Fall Guy	ABC	[illegible]
21	Night Court	NBC	[illegible]
22	20/20	ABC	12.1/23
23	Knight Rider	NBC	[illegible]
24	Scarecrow & Mrs. King	CBS	[illegible]
25	Family Ties	NBC	[illegible]
26	Falcon Crest	CBS	[illegible]
27	[illegible]	NBC	[illegible]
28	T.J. Hooker	ABC	[illegible]
29	Dallas	CBS	[illegible]
30	Executioner's Song, pt. 2	NBC	10.8/18
31	Double Trouble	NBC	[illegible]
32	Newhart	CBS	[illegible]
33	Jennifer Slept Here	NBC	[illegible]
34	[illegible]	CBS	[illegible]
35	[illegible]	CBS	[illegible]
36	[illegible]	NBC	[illegible]
37	[illegible] Concrete Beat	ABC	[illegible]
38	Master	NBC	[illegible]
39	Gimme a Break	NBC	[illegible]
40	Dukes of Hazzard	CBS	[illegible]
41	Will There Really Be A Morning	CBS	9.8/17
42	USFL Championship	ABC	[illegible]
43	Knots Landing	CBS	9.4/18
44	St. Elsewhere	NBC	8.9/16
45	Angel City	CBS	8.8/16
46	Diff'rent Strokes	NBC	8.6/21
47	Lottery	ABC	8.5/16
48	Silver Spoons	NBC	8.4/20
49	ABC Friday Night Baseball	ABC	8.2/17
50	Hide in Plain Sight*	CBS	8.1/17
51	Crossroads	CBS	8.1/17
52	Ripley's Believe It Or Not	ABC	7.9/18
53	Mama's Family	NBC	7.9/17
54	Friday Night Bsbl Pregame	ABC	7.0/18
55	Happy Days	ABC	6.8/15
56	Boone	NBC	6.6/14
57	People are Funny	NBC	6.6/14
58	[illegible] Friends	ABC	6.0/11
59	Summer	CBS	4.4/10
60	Mama Malone	CBS	3.6/9
61	Summer Sunday USA	NBC	3.2/7

*indicates premiere episode

revenues from products introduced during the past two years.

During a press briefing, Ampex Executive Vice President Charles Steinberg disclosed that the company intends to "gradually" move into CCD (charged coupling device) video technology and acknowledged that Ampex "blew it" several years ago when it chose to ignore the emergence of three-quarter-inch ENG technology. "We just didn't think that ENG would take off the way it did," conceded Steinberg. ☐

Time's Video Group reports earnings slide

Group's profits are off 3%, due primarily to problems in pay TV

The uninterrupted expansion of profits from Time Inc.'s Video Group has paused. The improvement in earnings from the group's MSO, American Television and Communications, was not strong enough to offset lower earnings from the pay channels, HBO and Cinemax. As a result, the group's second-quarter operating profits (before interest income and expense, sale of property, taxes and other items) declined 3% from the second quarter a year ago. Operating income for the Video Group of $52.9 million represented 42% of Time's second-quarter total of $126.1 million. Revenue for the group increased 18% to $312.8 million, or 41% of the company total of $771.5 million.

The Video Group also comprises the company's one-third interest in the not-yet-profitable USA Network, and Time-Life Video, which produces training films. However, the overwhelming portion of the group's revenue comes from ATC, HBO and Cinemax. The company's Monday announcement did not go into detail about the results but said that ATC "improved its profits for the period," while results from HBO and Cinemax were affected by "continued slower subscriber growth and higher programing costs."

The litany of problems facing the pay industry did not escape the Video Group: competition with VCR's, slower-than-hoped-for system building, high costs for movie studio product and continued problems with subscriber churn, among others. In addition, HBO and Cinemax face a seemingly stronger challenge from a recently restructured Showtime/The Movie Channel. Still the Video Group had reported a 13% increase in operating profit for the first quarter on a 23% revenue increase. In addition, the group was not incurring any expense this year from its now-discontinued teletext experiment, although a company spokesman said he did not think those numbers were significant.

What happened in the second quarter? Costs continued to increase but revenue growth slowed. It is possible that a drop in subscriber growth occurred relatively quickly. By comparison, officials at Showtime have said that channel's subscription growth showed a marked deterioration in May. Another explanation was offered by one industry observer who said that the efforts to increase the 2.7-million subscriber base of Cinemax has hurt the Video Group: "With the new realism operators are paring down the number of pay services they are packaging. That's why getting into that second position makes all the difference... You have to back it up with programing that performs. The result was that in May, there were all these programing enhancements for Cinemax: over 40% more titles per month and a commitment to expand original programing. That beefing up costs a lot of bucks."

Time Inc.'s overall 27% increase in operating profit was due to the Magazine Group, which registered a 74% increase over last year's second quarter. On the non-operating side, the company's 10% increase in net income was helped by interest income from cash it received when it spun off its forest products division. ☐

Procter & Gamble remains top advertiser

Procter & Gamble, television's perennial largest advertiser, has again led the list of the Television Bureau of Advertising compilation of the top TV advertisers in 1983 with estimated expenditures of $595.9 million.

The listing is included in the bureau's 27th annual edition of TvBasics. The brochure also lists the top 40 local TV advertising categories; data on television households and TV viewership, and ranking of advertising agencies by TV usage.

Listed below are the top 100 television advertisers for the year 1983 and the year before comparable numbers. Figures given are for national/regional/local spot and network television.

		1982			1983		
		Spot TV	*Network TV*	*Total TV*	*Spot TV*	*Network TV*	*Total TV*
1.	Procter & Gamble	$179,473,800	$397,418,000	$576,891,800	$229,251,800	$366,663,100	$595,914,900
2.	General Foods	70,802,500	232,349,400	303,151,900	73,018,400	170,064,500	243,082,900
3.	General Motors	27,241,300	164,261,500	191,502,800	25,672,200	201,350,400	227,022,600
4.	General Mills	107,682,600	93,628,500	201,311,100	112,981,700	100,250,300	213,232,000
5.	Ford	22,602,400	128,885,400	151,487,800	38,130,300	172,308,100	210,438,400
6.	Pepsico	88,030,700	75,857,800	163,888,500	121,862,700	73,955,200	195,817,900
7.	American Home Products Corp	36,682,900	160,767,200	197,450,100	31,896,800	161,442,200	193,339,000
8.	AT&T	66,092,500	95,086,200	161,178,700	40,497,900	146,603,800	187,101,700
9.	McDonald's	94,148,400	59,875,900	154,024,300	105,024,400	80,930,900	185,955,300
10.	Philip Morris	34,762,400	110,786,800	145,549,200	50,368,900	128,226,100	178,635,000
11.	Anheuser-Busch	47,449,600	95,676,500	143,126,100	60,196,800	116,661,300	176,858,100
12.	Sears Roebuck & Co	17,529,400	102,563,800	120,093,200	29,315,100	145,006,800	174,321,900
13.	Coca Cola	59,283,200	85,673,100	144,956,300	72,036,400	95,888,700	167,925,100
14.	Lever Brothers	43,761,500	111,811,700	155,573,200	55,791,500	110,302,600	166,094,100
15.	Johnson & Johnson	7,180,400	121,845,300	129,025,700	9,194,800	131,265,900	140,460,700
16.	Pillsbury	44,176,400	72,942,000	117,118,400	60,825,000	74,336,900	135,161,900
17.	Bristol-Myers	12,590,900	105,600,600	118,191,500	10,066,500	120,974,300	131,040,800
18.	Ralston Purina	23,066,900	82,570,700	105,637,600	35,863,700	94,438,500	130,302,200
19.	Dart & Kraft	64,275,700	61,743,600	126,019,300	42,572,600	87,414,800	129,987,400
20.	Warner-Lambert	32,818,800	80,900,800	113,719,600	39,229,800	74,655,100	113,884,900
21.	Warner Communications	28,241,800	79,177,200	107,419,000	27,438,500	84,259,800	111,698,300
22.	R.J. Reynolds	47,758,100	56,862,700	104,620,800	39,640,500	69,939,600	109,580,100
23.	Esmark	23,972,000	86,845,600	110,817,600	20,434,200	88,153,000	108,587,200
24.	Kellogg	30,053,500	61,010,200	91,063,700	34,130,800	72,970,300	107,101,100
25.	Sterling Drug	15,905,000	66,383,700	82,288,700	23,930,900	82,682,300	106,613,200
26.	Chrysler Corp	25,660,500	68,129,500	93,880,000	20,222,500	84,193,700	104,416,200
27.	Nabisco Brands	19,939,200	66,578,800	86,518,000	21,997,400	81,986,500	103,983,900
28.	Mars Inc	46,506,200	49,603,100	96,109,300	44,332,300	52,101,500	96,433,800
29.	Colgate Palmolive	23,877,200	59,653,900	83,531,100	29,596,100	59,915,100	89,511,200
30.	Gillette	8,632,500	74,025,400	82,657,900	11,347,000	75,317,900	86,664,900

			1982			*1983*	
		Spot TV	*Network TV*	*Total TV*	*Spot TV*	*Network TV*	*Total TV*
31.	Beecham Group	5,009,100	66,725,100	71,734,200	7,000,100	78,806,600	85,806,700
32.	Campbell Soup	17,436,200	40,733,800	58,170,000	21,510,300	63,057,900	84,568,200
33.	Nestle	28,556,300	49,105,100	77,661,400	32,941,800	47,241,200	80,183,000
34.	Richardson-Vicks	13,775,800	48,475,600	62,251,400	20,928,400	59,139,100	80,067,500
35.	Nissan Motor Corp.	35,289,100	23,548,100	58,837,200	43,118,900	33,602,900	76,719,800
36.	Wm. Wrigley Jr.	16,669,300	47,515,300	64,184,600	17,618,500	56,145,200	73,763,700
37.	Consolidated Foods	17,907,100	55,107,900	73,015,000	15,083,300	56,145,200	71,228,500
38.	Quaker Oats	21,213,000	34,483,500	55,696,500	21,513,100	47,980,300	69,493,400
39.	Mattel	19,152,900	60,810,000	79,962,900	15,860,100	52,074,700	67,934,800
40.	H.J. Heinz	22,631,800	45,916,000	68,547,800	17,608,600	47,863,700	65,472,300
41.	Toyota	44,792,000	21,244,000	66,036,000	42,505,600	22,852,500	65,358,100
42.	Eastman Kodak	5,844,000	63,267,000	69,111,000	8,649,200	56,453,800	65,103,000
43.	Revlon	15,703,300	33,913,200	49,616,500	15,602,200	47,100,800	62,703,000
44.	IBM	4,342,500	29,700,200	34,042,700	5,843,100	52,644,100	58,487,200
45.	American Motors	15,629,100	26,024,300	41,653,400	7,430,000	50,972,300	58,402,300
46.	Chesebrough Ponds	5,104,500	46,051,100	51,155,600	10,647,300	42,994,800	53,642,100
47.	Honda	8,864,000	29,887,400	38,751,400	10,807,000	41,613,600	52,420,600
48.	Stroh Brewery	20,733,800	9,403,900	30,137,700	14,304,100	37,774,200	52,078,300
49.	Clorox	7,316,800	47,359,400	54,676,200	10,149,100	41,415,900	51,565,000
50.	JC Penney	16,531,200	23,790,500	40,321,700	18,150,600	31,857,700	50,008,300
51.	Wendy's	18,035,100	13,817,300	31,852,400	31,224,200	18,683,400	49,907,600
52.	S.C. Johnson & Son	8,891,200	34,266,500	43,157,700	6,020,400	40,716,500	46,736,900
53.	Noxell	3,772,400	31,527,600	35,300,000	2,934,300	42,807,300	45,741,600
54.	Gulf + Western	21,189,800	24,322,200	45,512,000	21,701,200	23,345,500	45,046,700
55.	Bayer A.G.	4,660,300	35,219,700	39,880,000	5,906,700	39,003,200	44,909,900
56.	Union Carbide	4,017,000	40,914,300	44,931,300	4,419,400	40,010,600	44,430,000
57.	General Electric	3,266,900	28,966,600	32,233,500	5,004,800	39,158,000	44,162,800
58.	Hershey Foods	13,901,000	25,536,200	39,427,300	15,497,900	28,647,300	44,145,200
59.	American Cyanamid	8,788,400	36,839,800	45,628,200	8,667,500	35,251,800	43,919,300
60.	Coleco Industries	14,180,800	10,920,500	25,101,300	14,331,500	29,504,700	43,836,200
61.	Schering-Plough Corp	5,159,800	42,947,900	48,107,700	5,438,300	37,862,900	43,301,200
62.	Kimberly Clark	10,830,000	28,787,500	39,617,500	12,308,400	30,682,500	42,990,900
63.	Volkswagenwerk A.G	17,156,500	23,028,200	40,184,700	16,920,600	22,177,800	39,098,400
64.	IC Industries	15,071,400	11,998,600	27,070,000	20,971,200	17,714,000	38,685,200
65.	GTE Corp.	16,604,500	5,339,700	21,944,200	32,443,800	6,081,600	38,525,400
66.	CPC International	13,542,300	23,468,500	37,010,800	15,544,700	21,668,600	37,213,300
67.	Pfizer	1,499,400	32,486,600	33,986,000	2,859,700	34,009,000	36,868,700
68.	Time Inc.	31,627,100	10,861,900	42,489,000	31,278,800	5,012,800	36,291,600
69.	American Express	15,072,500	24,253,400	39,325,900	13,650,800	22,417,100	36,067,900
70.	ITT	30,971,500	16,659,100	47,630,600	26,022,100	9,875,000	35,897,100
71.	Texas Instruments*	—	13,283,300	13,283,300	17,808,400	18,080,200	35,888,600
72.	Beatrice Foods	20,520,100	3,441,200	23,961,300	26,386,300	9,452,000	35,838,300
73.	TCF Holdings	9,618,300	22,771,100	32,389,400	10,712,600	24,266,300	34,978,900
74.	Morton Thiokol	5,837,900	19,601,000	25,438,900	7,940,800	26,719,100	34,659,900
75.	RCA	8,805,200	19,126,500	27,931,700	10,357,400	24,273,200	34,630,600
76.	Goodyear Tire & Rubber	11,679,800	15,290,700	26,970,500	11,654,700	22,632,700	34,287,400
77.	K Mart	8,176,100	32,469,800	40,645,900	10,197,700	23,539,300	33,737,000
78.	Canon U.S.A.	6,103,900	21,618,100	27,722,000	7,439,300	26,295,000	33,734,300
79.	Milton Bradley	16,919,100	9,224,800	26,143,900	21,915,100	11,446,100	33,361,200
80.	U.S. Armed Forces	6,600	26,600,300	26,606,900	25,200	32,887,500	32,912,700
81.	Tandy Corp.*	13,725,100	4,554,100	18,279,200	27,715,800	4,237,500	31,953,300
82.	UAL Inc.	25,824,900	13,792,800	39,617,700	23,539,200	8,162,500	31,701,700
83.	E. & J. Gallo Winery	4,474,500	26,411,600	30,886,100	2,836,600	28,798,300	31,634,900
84.	Thompson Medical Co.	9,793,200	429,900	10,223,100	25,685,500	5,501,400	31,186,900
85.	MCI Communications*	—	21,096,200	21,096,200	1,710,900	29,258,900	30,969,800
86.	Carnation	8,992,200	15,746,800	24,739,000	6,278,100	23,991,700	30,269,800
87.	AMR	10,835,900	12,288,800	23,124,700	12,325,900	17,707,100	30,033,000
88.	Adolph Coors	7,069,400	14,320,500	21,389,900	9,746,300	20,035,600	29,781,900
89.	A.H. Robins	22,484,900	1,540,100	24,025,000	26,316,300	3,234,700	29,551,000
90.	Toyo Kogyo	10,736,800	26,709,700	37,446,500	2,270,800	27,175,900	29,446,700
91.	Royal Crown Cos	23,420,700	4,801,900	28,222,600	22,603,900	6,270,400	28,874,300
92.	MCA Inc.	9,505,400	20,467,000	29,972,400	12,777,900	16,067,700	28,845,600
93.	Mobil	20,489,900	9,808,000	30,297,900	20,781,200	7,170,400	27,951,600
94.	Cosmair	4,097,500	17,430,000	21,527,500	4,707,300	23,084,600	27,791,900
95.	Commodore International*	8,306,100	5,815,000	14,121,100	26,632,800	806,300	27,439,100
96.	Levi Strauss & Co.	5,700,100	7,065,000	12,765,100	21,621,300	5,366,900	26,988,200
97.	Polaroid	752,700	31,036,600	31,789,300	999,500	25,855,600	26,855,100
98.	G.D. Searle & Co.*	6,738,300	6,144,500	12,882,800	20,257,300	6,553,800	26,811,100
99.	Greyhound	6,290,800	30,587,800	36,878,600	6,639,600	19,750,300	26,389,900
100.	Pabst Brewing	19,567,700	6,152,400	25,720,100	10,475,300	15,407,300	25,882,600

* New to the Top 100 in 1983

Source: Television Bureau of Advertising from Broadcast Advertisers Reports

Geismar, chairman, and Fred E. Walker, president. It also owns Oklahoma News Network, statewide radio network with 47 affiliates. Buyer is publicly traded, San Antonio, Tex.-based station group with three AM's and four FM's. It is headed by L. Lowry Mays, president. Broadstreet will operate as subsidiary of buyer. Filed July 6.

■ KHCR-FM Paauilo, Hawaii—Seeks assignment of license from Hamakua Broadcasting to Hamakua Broadcasting Corp. for $3,500 cash. Seller is owned by Jack N. Wheeler, who has no other broadcast interests. Buyer is owned by Hugh R. Paul, and his wife, Sandra (48.99% jointly), Joe Brinig, and his wife, Margaret (48.99% jointly) and two others. Paul's daughter, Christine, is app. for new FM in Burns, Ore. Brinig is Washington communications attorney. They have no other broadcast interests. Filed July 10.

■ KMFE(AM) Emmett, Idaho (101.7 mhz; 790 w; HAAT: 500 ft.)—Seeks assignment of license from Emmett Valley Broadcasters Inc. to Radio Broadcasting Inc. for $160,000, comprising $75,000 cash and remainder note. Seller is principally owned by Floyd D. Brown and his wife, Evelyn. They have no other broadcast interests. Buyer is owned by Steve Sumner (85.5%); his wife, Jorene (4.5%), and Samuel L. Miller, and his wife, Rose (10%). Sumner and Millers own KKIC(AM) Boise, Idaho. Miller's son, Jerrold, has interest in KLKT(FM) Incline Village, Nev.; WHRF(AM) Bel Air, Md., and WRFD(AM) Columbus, Ohio. Filed July 6.

■ WMRZ(AM) Moline, Ill. (1230 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Mid-America Media to Mississippi Valley Broadcasting Inc. for $400,000 cash. Seller is Kankakee, Ill.-based station group with five AM's and four FM's. It is headed by Reva H. Small, president. Buyer is equally owned by Scott R. McQueen, Randall Odeneal and Theodore E. Nixon. They also own WLNH-AM-FM Laconia, N.H.; WTMA(AM)-WSSX(FM) Charleston, S.C.; WLLR-FM East Moline, Ill., and KFKF-AM-FM Kansas City, Mo. Filed July 6.

■ WNDZ(AM) [CP] Portage, Ind.—Seeks assignment of license from Explorer Communications Inc. to KPPC Radio Inc. for $49,932, comprising $5,000 cash and remainder note. Seller is principally owned by James F. Hoffman, who has no other broadcast interests. Buyer is principally owned by Abraham L. Warshaw, and his brothers, Ira and Jeffrey. Their parents, Howard and Miriam Warshaw, and their uncle, Marvin B. Kosofsky, also own WVVX(FM) Highland Park, Ill.; KEST(AM) San Francisco; KMAX(FM) Arcadia, Calif.; KUXL(AM) Golden Valley, Minn.; WARO(AM) Canonsburg, Pa.; WYLO(AM) Jackson, Wis.; WTHE(AM) Mineola, N.Y.; KCNW(AM) Fairway, Kan.; WCBW(FM) Columbia, Ill.; WGRT(FM) Danville, Ind., and KTEK(AM) Alvin, Tex. Filed July 10.

■ KSWM(AM)-KELE(FM) Aurora, Mo. (AM: 940 khz; 500 w-D; FM: 100.1 mhz; 2.7 kw HAAT: 202 ft.)—Seeks assignment of license from KSWM-KELE Broadcasting Corp. to Dale Hendrix and John Mitchell for $332,500 cash. Seller is owned by Galen O. Gilbert, who also owns three AM's and four FM's. Mitchell owns Mitchell & Associates, Shreveport, La.-based media broker. He also owns KNES(FM) Fairfield, Tex. Hendrix was formerly general manager of WALR(FM) Union City, Tenn., and will be general manager of acquisitions. Filed July 6.

■ KNAA-FM Sparks, Nev. (100.9 mhz; 300 w)—Seeks assignment of license from Beck Enterprises Inc. to Jonsson Communications Corp. for $250,000 cash. Seller is owned by Elmo Legg and Donald S. Beck, who have no other broadcast interests. Buyer is owned by Kenneth A. Jonsson and his family. They also own KENZ(AM)-KROY(FM) Sacramento, Calif.; KROI(FM) Manteca, Calif., and KORY(AM) Sparks, Nev. Filed July 9.

■ WUTV(TV) Buffalo, N.Y. (ch. 29; ERP vis. 1,050 kw, aur. 105 kw; HAAT: 920 ft.; ant. height above ground: 959 ft.)—Seeks assignment of license from Whitehaven Entertainment Corp. to Citadel Communications for $15.2 million. Seller is owned by Herman Pease, who has no other broadcast interests. Buyer is owned by Phillip J. Lombardo, former head of Corinthian station group (now owned by A.H. Belo of Dallas), who also owns WVNY(TV) Burlington, Vt. Filed July 11.

■ WNYR(AM)-WEZO(FM) Rochester, N.Y. (AM: 990 khz; 1 kw-D; 250 w-N; FM: 101.3 mhz; 27 kw; HAAT: 640 ft.)—Seeks assignment of license from Malrite Communications Group Inc. to Grace Broadcasting of Rochester Inc. for $7,359,900 cash. Seller is publicly traded, Cleveland-based station group with six AM's, seven FM's and four TV's. Buyer is principally owned by Harvey Grace, and Siedman, Jackson & Fisher, Chicago-based venture capitol firm. They also have interest in KDON-AM-FM Salinas, Calif., and recently purchased WOOD-AM-FM Grand Rapids, Mich. ("For the Record," Feb. 20). Filed July 6.

■ WCNC(AM) Elizabeth City, N.C. (1240 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Albermarle Broadcasting Co. to Northeastern Carolina Communications Inc. for $281,725.80, comprising $37,500 cash and remainder note. Seller is principally owned by Joseph Lamb, who has no other broadcast interests. Buyer is owned by Harry H. Thomas (60%); his wife, Vicki (20%); his son, Harry (10%), and Martha L. McDougald (10%). Younger Thomas is station manager. Filed July 9.

■ WSIG(AM) Mt. Jackson, Va. (790 khz; 1 kw-DF)—Seeks assignment of license from Richard F. Lewis Inc. of Mt. Jackson to Shenandoah Broadcasting Corp. for $375,000 cash, including $100,000 noncompete agreement. Seller is principally owned by John P. Lewis; his brothers, David, and Howard, and his mother, Marion P. Lewis. They also own WFVA-AM-FM Fredericksburg, Va.; WINC-AM-FM Winchester, Va., and WELD(AM) Fisher, W.Va. Buyer is owned by Earl Judy (51%) and his brother, Richard (49%). They also own Commonwealth Cablevision Corp., operator of cable system in Luray, Va. Earl also owns WFGM(FM) Fairmont, Va. Filed July 6.

Facilities Changes

Applications

AM's

Tendered

■ WLEW (1340 khz) Bad Axe, Mich.—Seeks CP to increase night power to 1 kw. App. July 11.

■ WTOB (1380 khz) Winston-Salem, N.C.—Seeks CP to increase day power to 5 kw; change night power to 2.5 kw; change TL, and make changes in ant. sys. App. July 11.

■ WAEB (790 khz) Allentown, Pa.—Seeks CP to increase night power to 5 kw and make changes in ant. sys. App. July 11.

Accepted

■ WANS (1280 khz) Anderson, S.C.—Seeks mod. of lic. to change SL and operate transmitter by remote control. App. July 13.

■ WSNW (1150 khz) Seneca, S.C.—Seeks CP to make changes in ant. sys. App. July 12.

■ WIKV (870 khz) Colonial Heights, Tenn.—Seeks MP to make changes in ant. sys. App. July 13.

■ KAPE (1480 khz) San Antonio, Tex.—Seeks MP to make changes in ant. sys. App. July 12.

■ WRIS (1410 khz) Roanoke, Va.—Seeks CP to make changes in ant. sys. App. July 13.

Summary of broadcasting
as of June 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,749	170	4,919
Commercial FM	3,610	418	4,028
Educational FM	1,153	173	1,326
Total Radio	9,512	761	10,273
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	357	252	609
Educational VHF TV	112	2	114
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	136	74	270
UHF LPTV	87	136	223
Total LPTV	283	210	493
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

FM's

Tendered

■ KHLS (96.1 mhz) Blytheville, Ark.—Seeks CP to change freq. to 96.3 mhz. App. July 13.

■ *WMUC-FM (88.1 mhz) College Park, Md.—Seeks CP to change freq. to 87.9 mhz. App. July 16.

■ WAXC (92.1 mhz) Wapakoneta, Ohio—Seeks CP to change TL; change HAAT to 328 ft., and make changes in ant. sys. App. July 13.

■ WQKY (99.3 mhz) Emporium, Pa.—Seeks CP to change TL; change ERP to 3.0 kw, and make changes in ant. sys. App. July 16.

■ WMEV (93.9 mhz) Marion, Va.—Seeks CP to change ERP to 100 kw; change HAAT to 1,547 ft., and make changes in ant. sys. App. July 16.

■ WJLM (93.5 mhz) Salem, Va.—Seeks CP to change HAAT to 97.39 ft. App. July 16.

Accepted

■ KJLH (102.3 mhz) Compton, Calif.—Seeks CP to change TL; change ERP to 2.88 kw, and change HAAT to 388 ft. App. July 12.

■ WRMF (97.9 mhz) Palm Beach, Fla.—Seeks CP to change TL; change HAAT to 1,350 ft., and make changes in ant. sys. App. July 11.

■ WRUL (97.3 mhz) Carmi, Ill.—Seeks CP to change HAAT to 492.5 ft. App. July 13.

■ WITT (93.5 mhz) Tuscola, Ill.—Seeks CP to change TL; change ERP to 3.0 kw, and change HAAT to 300 ft. App. July 11.

■ KHAZ (99.5 mhz) Hays, Kan.—Seeks CP to change TL; change ERP to 96.607 kw, and change HAAT to 616 ft. App. July 12.

■ *WBPV (90.1 mhz) Charlton, Mass.—Seeks CP to change ERP to 100 kw and change HAAT to 390 ft. App. July 12.

■ KSNM (98.7 mhz) Truth or Consequence, N.M.—Seeks CP to change SL. App. July 11.

■ WUWU (107.7 mhz) Wethersfield, N.Y.—Seeks CP to change ERP to 11.5 kw. App. July 11.

TV's

Accepted

■ KASK-TV (ch. 48) Las Cruces, N.M.—Seeks MP to change ERP to vis. 80 kw, aur. 8 kw; change HAAT to 120 ft., and change TL. App. July 13.

■ KBJH (ch. 47) Tulsa, Okla.—Seeks MP to change ERP to vis. 1,666 kw, aur. 166.6 kw; change HAAT to 1,513 ft. App. July 11.

■ WKRW-TV (ch. 55) Kenosha, Wis.—Seeks MP to change ERP to vis. 121 kw, aur. 21.2 kw. App. July 12.

■ WJJA (ch. 49) Racine, Wis.—Seeks MP to change ERP to vis. 2,618.2 kw, aur. 261.82 kw; change HAAT to 526.4 ft., and change TL. App. July 12.

Grants

AM's

■ KSAI (936 khz) Marianas Islands, C.M.—Granted app. to make changes in ant. sys. and change TL. Action June 29.

■ KRXN (1150 khz) Englewood, Colo.—Granted app. to change SL. Action June 26.

■ WCOG (1320 khz) Greensboro, N.C.—Granted app. to change SL and operate transmitter by remote control. Action June 29.

■ KTEK (1110 khz) Alvin, Tex.—Granted app. to change SL and operate transmitter by remote control. Action July 2.

■ WURL (760 khz) Moody, Ala.—Granted app. to change TL. Action July 3.

■ KKAI (1310 khz) Honolulu—Granted app. to reduce power of facilities. Action July 3.

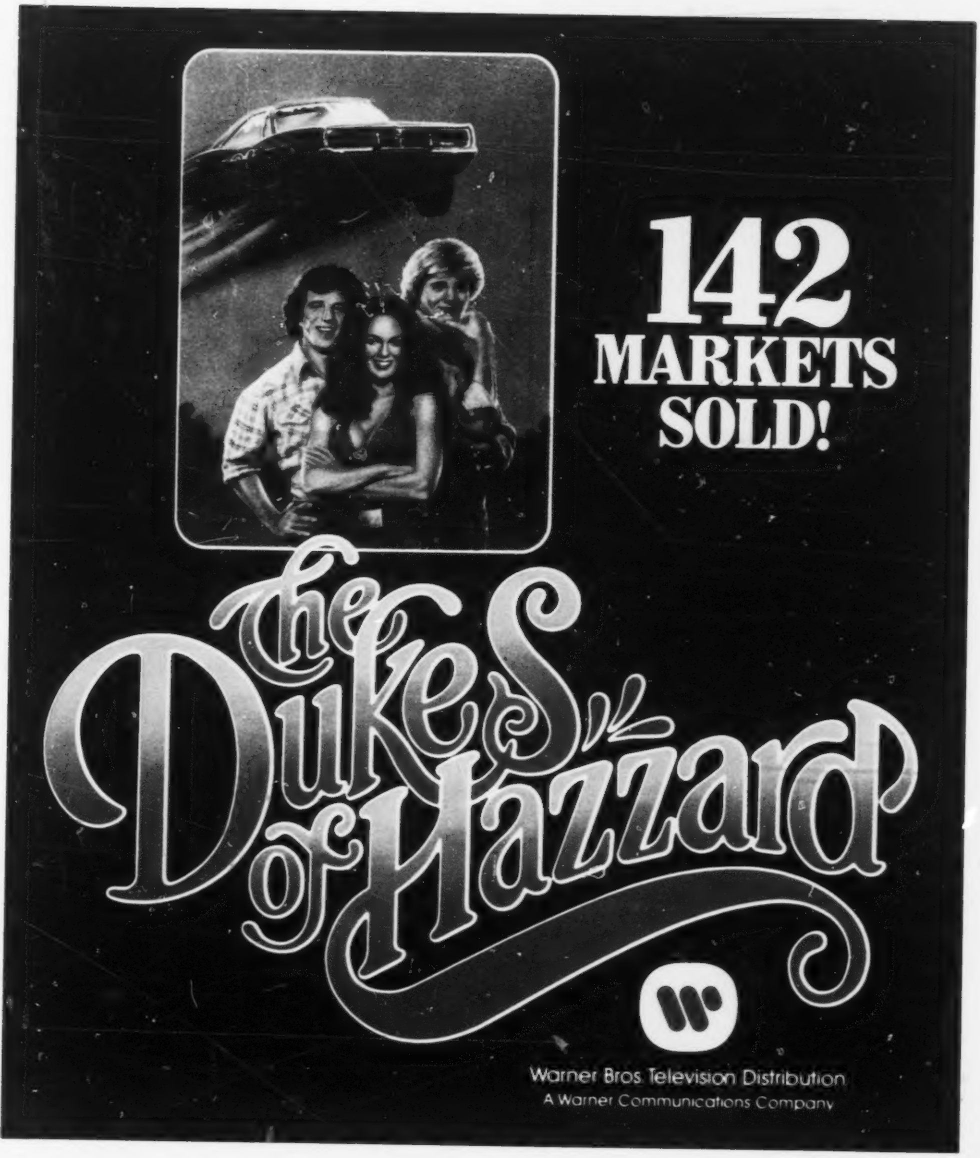
FM's

■ KENY (101.7 mhz) Soldotna, Alaska—Dismissed app. to change TL and change HAAT to 266 ft. Action June 29.

■ *KRBD (105.9 mhz) Ketchikan, Ark.—Granted app. to

The Fifth Estate

Broadcasting Jul 30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FCC widens gates on ownership ☐ Olympian coverage for ABC

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Vol. 107 No. 5

Broadcasting Jul30

FCC raises broadcast ownership limits to 12-12-12
ABC begins marathon summer Olympics coverage
Revised docket 80-90 listings

NEW BALLGAME □ FCC votes 4 to 1 to raise the limits on broadcast station ownership to 12 AM's, 12 FM's and 12 TV's. All limits will be lifted beginning in 1990. **PAGE 27.**

INDUSTRY REACTION □ Brokers and major group owners say ownership rule change is beneficial. Many see radio expansion in major markets and brisk television activity even below top 10 markets. Some in Congress object to lifting limits **PAGE 29-30.**

SELLING TIME □ Many ABC affiliates have had to discount time in order to sell summer Olympics availabilities. Network and O&O's nearly sold out. **PAGE 31.**

HILL AIRING □ Course of U.S. international telecommunications policy is debated in Hill hearings. **PAGE 33.**

REVISED 80-90 □ FCC releases revised list of markets for FM assignments in docket 80-90 proceeding. **PAGE 36.**

FREE THE BIRDS □ Appeals court backs direct broadcast satellite service but differs with FCC over extent existing broadcasting regulations would apply to new service. **PAGE 38.**

RATINGS BONANZA □ Coverage of Democratic national convention by three commercial networks proves to be fruitful for independents running mix of programing. **PAGE 44.**

ON TOP □ Despite weak numbers in its convention coverage, NBC wins prime time ratings race for week. **PAGE 46.**

CO-OP RUNDOWN □ Radio Advertising Bureau releases survey of co-op advertising showing where the dollars come from and who uses them. **PAGE 50.**

COVERAGE MARATHON □ ABC, with tons of technological gear in place, begins coverage of summer Olympics. Network's chore is to showcase 221 events from some 30 locations, with up to 15 events occuring simultaneously. **PAGE 53.**

LOGGING IN □ Attorneys for General William Westmoreland rebut arguments by CBS for summary dismissal of libel case he brought against company for network documentary. **PAGE 55.**

RUNOVER RESERVATIONS □ CBS affiliates send letter to CBS News chief Ed Joyce, asking network to be mindful of convention coverage runovers into local news periods. **PAGE 55.**

CHECKING IN □ Young & Rubicam announces plans to drop in on television stations unannounced to verify commercial use. **PAGE 56.**

NO DRY RUN □ Conference of state legislators votes against banning of alcohol advertising during sporting events. **PAGE 59.**

DOING IT ALL □ "I've got the best job in Harte-Hanks," says Bill Moll, president and chief executive officer of Broadcasting and Entertainment. **PAGE 79.**

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said it was a "terrible and destructive decision." He said it was "an abdication of [the FCC's] public-interest responsibility to preserve the competitive market structure in broadcasting and to insure a multiplicity of information sources for the public. The encouragement of ownership concentration totally contradicts the [FCC's] actions over recent years of licensing new broadcast outlets to provide greater diversity."

How will market react to new limits?

Broadcasters and brokers see increase in acquisitions by groups now close to or at their limit; radio and UHF look to be especially sought after

Broadcasters who had been wondering what the FCC was going to do about its rules limiting radio and television station ownership had that question answered last week (see page 27), but some new ones were raised in the process: Will the rulemaking pass the inspection of the courts and Congress, and what will happen in the marketplace?

Cincinnati-based station broker Ted Hepburn believes the 12-12-12 action will have some bearing on sales volume but not a lot in the near term. He looks for a major merger between group owners at some point in the next year or so and would be "surprised" if the network companies don't attempt to buy one of their affiliates in markets like Dallas, Washington or Houston.

Hepburn believes the new policy may hurt rather than help the fortunes of UHF's. They no longer represent the only option for a buyer seeking to fill out the last two places in his portfolio, although they may still represent the only way a buyer can get into a particular market.

Hepburn's positive stance on prospective buying activity follows his experience that "a more active marketplace tends to push up prices." Sellers, he believes, are more inclined to sell if they think there are more buyers in the market.

Both brokers and group owners suggested the rule change will benefit the industry in two respects. First and most obvious is that those broadcasters who wish to expand will be able to do so. Cecil Richards, a Falls Church, Va.-based station broker, pointed out that the decision helps others besides those with seven stations: "In some cases those with five or six stations have not filled out because they had been waiting for certain individual markets but now that there is a wider world out there, they too may be looking more actively." Roughly speaking there are nine group owners that have seven AM's, 16 with seven FM's and 15 with seven TV's.

There are also some minor, but measurable, economies of scale that come with a larger group of properties. Douglas McCorkindale, vice chairman and chief financial officer of Gannett Co. and president of that company's diversified media division, said: "You can strike a better deal if you can deliver more markets; that's been true whether you own two stations, or seven or 12. You do have some bargaining possibilities there. Even in second-run syndication sometimes there are savings in purchasing.... There are also some savings in equipment purchasing if you're buying a whole bunch of cameras and tape. While they are not big, they give you some help."

Another possible advantage is the increase in ad revenues from greater coverage. Whereas the top seven television ADI's cover 26% of all television households according to Arbitron, the top 12 ADI's cover 34.3%.

Who will the buyers be? Dudley Taft, president and chief operating officer of Taft Broadcasting, replied: "I think just about everyone I know of, with the possible exception of Storer or Metromedia. The leveraged buyout [$167.5-million sale of Taft's domestic theme parks operations] is intact, our debts are down and we have a good debt-to-equity ratio. We could be competitive for any one station in the $200 million to $250 million range.... We are making some moves on the radio side. We like stations between the 30th and the 10th markets and tend to stay away from the great big markets where they are so competitive. The prices really haven't gone up; radio acquisition prices are holding about level."

Mel Karmazin, president of the radio division of Infinity Broadcasting Corp., said his company would be aggressive: "Radio has been a very good business for us, we're doing well in it, and our plans will certainly be to expand rapidly. We have gotten commitments from our senior lenders and they have encouraged us. I also have things on the desk, a couple of acquisitions we are considering right now...I've been offered stations in every top 10 market that we're not currently in."

In the television station marketplace the big question is not who the buyers are but who the sellers will be. Those who have been active in the market recently said there are currently no VHF stations in the top 20 markets for sale and only a handful of attractive UHF properties that might be pried lose. Some of the latter are stations that formerly carried subscription programing. Cincinnati-based station broker, R.C. Crisler, said: "There will be more of a demand for independents by people who know that business." Large group owners that already operate independents and are in a position to take advantage of the new limit include Taft (three independents), Capital Cities (two) and Cox (three). Thomas Murphy, chairman of Capital Cities, confirmed that view: "I would think that you would see a lot of public companies buying additional UHF stations because they are available and because they are in bigger markets." UHF stations in the Chicago and Miami markets are rumored to be up for sale.

Dick Blackburn, who has brokered many FM station transactions for Blackburn & Co., seconded the impression of several other industry executives that the greatest impact would be felt first in television: "Dollars aside, I think it is easier to compile a group of television stations. They are a little more alike than radio stations and are a little less management intensive. Radio is a little harder than television to keep all the balls in the air and its not always advisable to build a big group." Blackburn said he was working on at least one deal that would put a group owner over the seven-station limit.

Station broker Howard Stark said he expects a lot of the action to be in the secondary markets, below the top 40. "I think it will shake some stations out in the top markets but there are not going to be major deals because major stations are all owned by group broadcasters who would only sell to upgrade, and now they don't have to upgrade. They all have plenty of money and it's going to be very interesting to see what happens." Gannett's McCorkindale agreed that there might be buying activity outside the largest markets: "With the rules change, the definition of major market might be broadened so that, for instance, you would look at something in the top 50 compared to the top 20. You can broaden your horizon because it's not always a trade-up question."

TV station broker Ron Ninowski thinks some big groups may soon absorb smaller ones: "I could see a Taft coming alongside a Midwest Television or a Capcities coming alongside a Pompadour (Television Station Partners), speaking hypothetically. The reason that I throw that out is that I am working with three or four major groups wanting to do that and I'm looking for smaller groups that might have one or two stations in larger markets that they [major groups] can bring in and give them a percentage of stock in the company."

Ninowski has a lot of company looking for sellers. Burt Harris, president of Harriscope Broadcasting Corp., owner of two AM's, one FM and six TV's, said his phone has been busy lately: "I have had a number of people calling in the past few months asking if we would sell our Chicago or Los Angeles outlets; people who we wouldn't have gotten calls from before because they were up against the limit. They weren't interested in the stations then because they wouldn't have been at the top of the market." Steve Pruitt, president of UPI Media, which owns three TV's and has construction permits for two more, has had the same experience as Harris: "Since it began heating up about the rule I have been contacted by several large groups. Some of it was broker driven but some of them have been direct contacts. I'm sure they're probably calling everyone in town." Pruitt added that he knew of at least one instance where a group owner at the limit proposed buying a limited partnership interest in a station that, after the rulemaking, could be converted into direct ownership.

The response of the networks to their new opportunity under the rulemaking was pleased but subdued. ABC's one-line statement said: "We agree with and are very pleased by the decision." George Schweitzer, vice president of communications for CBS/Broadeast Group, said: "We obviously applaud this action; this will allow us to participate more directly in the business of broadcasting and that is the important thing." He added, "We have a television stations division under Neil Derrough and he and his people from time to time over the past several years have looked at television properties, which is no secret, and they will continue to look at opportunities as they develop." NBC was slightly more expansive saying, "NBC views today's decision by the Federal Communications Commission as a positive step. The phenomenal growth in the number of broadcast stations over the last three decades clearly compelled a change in the FCC's outmoded ownership rules."

The three networks, most observors agree, would be uninterested in purchasing television stations outside major markets, and are each limited to purchasing their own affiliates. They may find it easier to expand their radio portfolios, because major-market radio stations are more frequently available, and because it would not be a major transgression to buy a station competing against an affiliate since each of the three operates more than one radio network—ABC has six, NBC three and CBS two—and has more than one affiliate in many major markets.

Some buyers and sellers are delaying any activity until the rulemaking is delivered past Congress and the courts. Although station transfer contracts typically give either party the option to end the deal if it does not receive final government approval within an agreed upon time, typically six months, the idea of a protracted uncertainty has led some players to not rely on the rulemaking until all branches of government have had a crack at it. A recent example is H&C Communications, which still intends to spin off WTOK-TV Meridian, Miss., to keep its VHF portfolio at five stations. It recently purchased the two VHF stations of Cowles Broadcasting for $182.5 million (BROADCASTING, July 2), adding to the four it already owned. Sources expect the sale of WTOK-TV to be announced this week. James Crowther, president of the parent H&C Inc., explained: "We committed early on, having asked the question of our FCC counsel. . . . We couldn't be sure until last week that they were going to do it and we are just as concerned that there is going to be litigation challenging that rule and complicating our situation with Cowles. The last thing we wanted to be was hostage to litigation on the rule of seven's when we are trying to close a major transaction."

Another possible deterrent to a flood of station transactions is a prime interest rate now approaching 14%. This is especially true if cash flow multiples, the ratio of a station's sales price to its cash flow, increases as well. (Cash flow is a station's operating profit, after "reasonable" general and administrative expenses, but before deductions for depreciation, amortization, interest and state and federal income taxes. In short, after taking care of bare necessities, the cash a station would have to pay off its debt.) A simplistic relation between interest rates and station price/cash flow multiples is that if a station is sold for $10 million at a multiple of 10 times cash flow of $1 million, and the interest is 10%, the cash flow should ideally cover the yearly interest payments of $1 million. If the price increases to $14 million, a multiple of 14, then it would take a reduction of interest rates to 7% for the cash flow to cover payments. What some industry observers seeing happening is that both interest rates and multiples will continue at high levels, and perhaps increase. This situation would especially affect public companies where any shortfall in cash flow would have to be taken out of earnings. Taft noted that his company had made what he considered an "aggressive" bid for the Cowles properties but he felt that one reason the bid was not good enough was that the privately owned bidders, including H&C, were free from the constraints of reporting earnings, would be difficulties. Fred Seegal, managing director of the communications group at Shearson Lehman/American Express, which represented H&C in its winning bid, agreed: "I think the real issue is whether the public companies are going to step up to the plate and deal with the dilution [of earnings] issues." □

Concern arises in Congress over FCC ownership action

Lobbying move by MPAA may be in the offing to block commission action; Hatch, Wirth, Leland among those expressing regret over decision

The FCC's decision last week to raise broadcast ownership limits and ultimately abolish all restrictions in six years has triggered major congressional concern. The issue will be debated in the Senate where key leaders called on the Judiciary Committee to address the antitrust implications of the decision. House members also expressed strong reservations, and asked House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) to schedule hearings.

Wirth, in a letter sent prior to the commis-

New lease on life

The following station groups have a full complement of either AM, FM or TV stations under the FCC's old rules, indicated by boldface numbers. An asterisk (*) indicates five VHF's. List includes proposed sales.

Station group	AM's	FM's	TV's
ABC	5	**7**	**5**
Allbritton	0	0	**5 ***
Bahakel Communications	6	5	**7 ***
Belo	2	2	**5 ***
Beasley Broadcast Group	6	**7**	0
Bonneville International	5	**7**	2
Capital Cities Communications	6	6	**7 ***
CBS	6	**7**	**5 ***
Chris-Craft Industries	0	0	**5 ***
Community Pacific Broadcasting	**7**	3	0
Cosmos Broadcasting	2	2	**6 ***
Cox Communications	5	**7**	**7 ***
First Media	3	**7**	0
Forum Publishing	2	1	**5 ***
Gannett	**7**	**7**	**6 ***
Gaylord Broadcasting	2	1	**7**
Gillette Communications	0	0	**5 ***
Great Scott Stations	**7**	5	0
Greater Media	5	**7**	0
Hatch Stations	6	6	**7 ***
H & C Communications	0	0	**5 ***
Hearst Broadcasting Group	4	3	**5 ***
Infinity Broadcasting	4	**7**	0
Knight-Ridder	0	0	**6 ***
Kohlberg Kravis & Co. (Wometco and KTLA)	0	0	**7 ***
LIN Broadcasting	5	5	**7**
Lotus Communications	**7**	**7**	0
Meredith Broadcasting	1	1	**7**
Metromedia	6	6	**7 ***
Mid-West Family Stations	**7**	**7**	0
NBC	3	5	**5 ***
Park Communications	**7**	**7**	**7 ***
Pulitzer	1	1	**7 ***
Rockefeller Center	1	4	**5 ***
Scripps-Howard Broadcasting	3	4	**7 ***
Sentry Broadcasting	**7**	6	0
Shores Broadcasting	4	**7**	1
Sterling Recreation Organization	**7**	5	0
Stoner Broadcasting System	5	**7**	0
Storer Communications	0	0	**7 ***
Susquehanna Broadcasting	6	**7**	0
Taft Broadcasting	6	**7**	**7 ***
Times Mirror Broadcasting	0	0	**7 ***
Universal Broadcasting	**7**	4	0
Westinghouse Broadcasting & Cable	6	5	**6 ***

following two days. All three carried full prime time coverage leading out of the early evening network newscasts. During the Democratic convention of 1976, CBS and NBC each gave over two hours between 1 p.m. and 6 p.m. on the first day and substantially all of the afternoon on the second day to live coverage of the convention. (ABC had a half-hour in daytime on the first day). In 1972, CBS and NBC each broadcast about a half-hour of daytime coverage on different days during the Miami Democratic convention. And although ABC abstained from daytime coverage of the Democratic convention in 1968, CBS and NBC gave at least one hour on the first day and five-and-a-half hours in the afternoon on the second day. All that daytime coverage was in addition to prime time coverage that usually began at 7 p.m. and extended into the early morning hours.

As far as viewership levels were concerned, there were high points and low points over the four nights. According to David Poltrack, vice president of research at CBS/Broadcast Group, some of the high points were Governor Mario Cuomo's keynote address on Monday night, the Rev. Jesse Jackson's Tuesday night speech and Mondale's acceptance speech on Thursday night.

The highest rated part of the four-day convention, Poltrack pointed out, was Jackson's speech on Tuesday night (July 17). In the preceding half-hour before Jackson spoke (9:30-10), Poltrack reported, the combined rating/share was 23.4/42. Jackson began speaking at 10:05, and in the following half-hour the combined rating/share rose to 25/47 before peaking between 10:30 and 11 at 27/50. Jackson ended his speech at 10:55.

On Monday, the combined network rating/share for the first half-hour was 20/42. During the second half-hour, when former President Jimmy Carter spoke from 9:34 to 9:42, the combined rating/share averaged 19.5/36. The rest of the evening saw the numbers gradually climb again, ending with a 22/41 between 10:30 and 11.

Wednesday and Thursday nights were considerably more stable. The first half-hour of Wednesday night averaged a combined 43 share, and although it sank as low as 34 between 10 and 10:30, the following half-hour closed with a combined average 44 share. The combined ratings/share grew steadily each half-hour on Thursday night, reaching a 25.3/45 during Mondale's acceptance speech between 10:01 and 10:35. In the final prime time hour, from 10:30 to 11, the combined rating/share increased to 25.1/46.

Good News For Indies

Across major markets, independent stations outperformed network affiliates. In New York, for example, over the four-day convention period (July 16-19), the combined average rating/share of the three independent New York stations grew in Nielsen from 15.1/30 at 8-9 to 26.2/44 at 9-10 before falling back to 23.8/41 at 10-11. The combined average affiliate rating/share dropped from 26.9/53 at 8-9 to 21.2/35 at 9-10 before climbing slightly to 22.4/38 at 10-11. Baseball on WOR-TV over the first three nights of the week (*Mets vs. Astros*) averaged between an 18 to 21 share in both Arbitron and Nielsen, surpassing the shares pulled by any of the network-owned stations.

In Los Angeles, the four independents on Monday night claimed a 61 share of the audience between 6 and 8, compared to a 28 share for the three network-owned affiliates. On Tuesday night at 6-8 the independents had a 59 share, while the network stations pulled a 37. On Wednesday, from 6 to 11, the independents still were able to garner a 51 share to the networks' 40. Thursday, the last night of the convention, Los Angeles independents collected a 60 share between 5:30 and 8 compared to a 36 by the affiliates.

Metromedia's KTTV(TV) carried Los Angeles Dodgers games in the above periods over the four nights and averaged a 24 share, which on all but Wednesday added up to more viewers than two O&O's combined.

In Chicago, WGN-TV and WFLD-TV drew a combined average share of 43 between 7 and 10 on Monday through Thursday, according to Nielsen, compared to the combined average share of 41 for the O&O's. WGN-TV ran Operation Prime Time's *Nadi* between 7 and 9, and it averaged a 35 share in both Arbitron and Nielsen—a share greater than that attracted by the three network-owned stations combined. And in Philadelphia, over the four nights the independent WTAF-TV averaged a 14.2/25 between 9 and 11 in Arbitron with Philadelphia Phillies games and *Starsky & Hutch*. WPVI-TV, the ABC affiliate, was runner-up with an average 9.5/15 over the same period, but independent WPHL-TV was third with an average 7.9/14. Following were CBS-owned WCAU-TV, which averaged a 7/12, and the NBC affiliate, KYW-TV, which averaged a 4.9/9.

CNN, which next to C-SPAN provided the nearest thing to gavel-to-gavel coverage, also reported that its ratings benefitted from political convention coverage. Terry Segal, director of research at Turner Broadcasting System, said that CNN nearly tripled its average performance over the same period in June. CNN was on the air with live convention coverage between 5 and 11 on Monday, 3 p.m.-1 a.m. on Tuesday, 3:30 p.m.-2 a.m. on Wednesday, and 4-11:30 p.m. on Thursday. During the time, Segal said, CNN averaged a 1.7/4 within the CNN universe, which is equivalent to an average of 470,000 homes. He said that compared to an average 166,000 homes for the same period in June. The highest rated segment on CNN, he explained, was Gary Hart's Wednesday night speech, which delivered an average 3.6/6 within the CNN universe, or just under one million homes. □

NBC wins week in spite of convention

Although it didn't win the ratings in coverage of the Democratic convention (see page 44), NBC still managed to come in first in the prime time ratings for the week ended July 22. NBC won the week, according to Nielsen, on the strength of Tuesday and Friday nights where repeats of regular series swept it to victory (NBC still came in third on three nights).

NBC won the week, averaging a 9.4/19 compared to a 9.1/18 for CBS and an 8.9/18 for ABC. ABC came in first on Wednesday and Saturday, CBS won Monday, Thursday and Sunday. The combined rating/share for the week was 27.4/55 compared to a 35.9/70.2 for the same period last year, representing nearly seven million fewer television households. During the week a year ago, however, there was no political convention coverage—traditionally a lower draw than entertainment programing.

Rank	Show	Network	Rating/Share
1.	A Team	NBC	15.8/31
2.	Trapper John, M.D.	CBS	14.5/28
3.	Alice	CBS	14.2/27
4.	60 Minutes	CBS	13.9/32
5.	Love Boat	ABC	13.4/27
6.	The Haunting Passion	NBC	13.4/26
7.	Fantasy Island	ABC	13.2/27
8.	Scarecrow & Mrs. King	CBS	12.7/25
9.	Shogun	NBC	12.5/24
10.	Jeffersons	CBS	11.6/22
11.	Midnight Express	ABC	11.4/22
12.	Gimme a Break	NBC	11.3/25
13.	Hardcastle & McCormick	ABC	10.6/22
14.	Diff'rent Strokes	NBC	10.5/25
15.	Knight Rider	NBC	10.5/22
16.	Silver Spoons	NBC	10.3/23
17.	Dallas	CBS	10.3/20
18.	T.J. Hooker	ABC	10.1/23
19.	Dukes of Hazzard	CBC	10.1/22
20.	Maser	NBC	9.7/22

Rank	Show	Network	Rating/Share
21.	Mama's Family	NBC	9.6/20
22.	Rousters	NBC	9.6/20
23.	Falcon Crest	CBS	9.6/19
24.	Jennifer Slept Here	NBC	9.5/21
25.	TV Bloopers & Practical Jokes	NBC	9.5/19
26.	Double Trouble	NBC	9.4/22
27.	Fall Guy	ABC	9.2/19
28.	Dem. Convention, Tues.	CBS	8.9/17
29.	Dem. Convention, Wed.	ABC	8.9/17
30.	People are Funny	NBC	8.8/18
31.	Dem. Convention, Thurs.	CBS	8.7/17
32.	Dem. Convention, Tues.	NBC	8.7/16
33.	Walter	CBS	8.6/17
34.	Three's Company	ABC	8.5/16
35.	Happy Days	ABC	8.3/18
36.	Hart to Hart	ABC	8.3/16
37.	20/20, Mon.	ABC	8.3/16
38.	Dem. Convention, Mon.	CBS	8.2/15
39.	Fri. Night Baseball	ABC	8.1/16
40.	Dem. Convention, Tues.	ABC	7.8/15

Rank	Show	Network	Rating/Share
41.	Ripley's Believe It or Not	ABC	7.6/18
42.	Dem. Convention, Thurs.	ABC	7.6/15
43.	Goodnight, Beantown	CBS	7.5/16
44.	Second Edition	CBS	7.4/14
45.	Dem. Convention, Wed.	NBC	7.4/14
46.	Chariots of Fire	CBS	7.3/15
47.	Dem. Convention, Wed.	CBS	7.2/16
48.	Foulups, Bleeps & Blunders	ABC	7.2/14
49.	Four Seasons	CBS	6.9/14
50.	Dem. Convention, Thurs.	NBC	6.9/13
51.	Dem. Convention, Mon.	ABC	6.8/13
52.	Fri. Night Baseball, Pregame	ABC	6.6/16
53.	One Day at a Time	CBS	6.6/14
54.	Dem. Convention, Mon.	NBC	6.2/12
55.	Crossroads	CBS	6.8/12
56.	Mama Malone	CBS	4.9/11
57.	Summer Sunday USA	NBC	3.2/7

*Indicates premiere episode

Fitzgibbons is GM of Auburn station. Filed July 16.

■ KXRA-AM-FM Alexandria, Minn. (AM: 1490 khz; 1 kw-D; 250 w-N; FM: 92.7 mhz; 3 kw; HAAT: 150 ft.)—Seeks transfer of control of Alexandria Communications Corp. from estate of R.E. Hines Sr. (100% before; none after) to KXRA Inc. (none before; 100% after) for $722,000, comprising $190,000 cash and remainder note at 10%. Seller is owned by estate of Robert E. Hines; his son, Robert E. Hines Jr., and his wife, Kathryn, who have no other broadcast interests. Buyer is principally owned by Marvette Hagevik, who also owns WRDN-AM-FM Durand, Wis. Filed July 19.

■ WKKE(AM) Pearl, Miss. (1180 khz; 10 kw-D 5 kw-N)—Seeks assignment of license from Mid South Media Inc. to Buchanan Broadcasting Co. for assumption of $348,000 debt to First National Bank of Jackson, Miss. Seller is principally owned by Pamela K. Clark, and her husband, W. Earl Clark. They also have application for new TV in Magee, Miss., and app. for LPTV in Pearl, Miss. Buyer is owned by Robert M. Buchanan, who owns Buchanan Investments Inc., Jackson, Miss.-based investment banking firm. He has no other broadcast interests. Filed July 17.

■ KMMJ(AM) Grand Island, Neb. (750 khz; 10 kw-D)—Seeks assignment of license from KMMJ Inc. to Clinton Broadcasting Co. for $855,000, cash, including $200,000 noncompete agreement. Seller is subsidiary of Forum Publishing Co., Fargo, N.D.-based publisher of Wilmar, Minn., *West Central Daily Tribune*, and Fargo, N.D., *The Fargo Forum*, and station group owning one AM, one FM and five TV's. It is headed by William C. Marcil. Buyer is owned by Randall K. Boesen, who owns KFMO(AM) Flat River, Mo. Filed July 18.

■ WPCQ-TV Charlotte, N.C. (ch. 36; ERP vis. 100 kw; aur. 10 kw; HAAT: 1,354 ft.; ant height above ground: 1,405 ft.)—Seeks assignment of license from Group W Television to Channell 36 Inc. for $24,250,000, comprising $17 million cash, and $7,250,000 note at 12% payable five years after closing. Seller is subsidiary of Westinghouse Broadcasting and Cable Inc., which owns six AM's, five FM's and six TV's. Buyer is owned by Leon Levy, Jack Nash, Lester Pollack, Martin Rabinowitz and 50 others. They form Odyssey Partners, who own WTXX(TV) Waterbury, Conn., WPMT-TV York, Pa.; WTSG(AM) Albany, Ga., and WDZL(TV) Miami, and have interest in The Essex Group, cable MSO operatin[illegible] 53 systems. Filed July 12.

■ WRCW(AM) Canton, Ohio—Seeks transfer of control of Arcey Broadcasting Inc. from Raymond W. Crowl (50% before; none after) to Ronald D. Colaner (50% before; 100% after) for $40,200 cash and assumption of debts. Seller and buyer have no other broadcast interests. Filed July 16.

■ KDOR(TV) Bartlesville, Okla.—Seeks assignment of license from Lea Country Television to Tri-State Christian T.V. for $245,000 cash. Seller is principally owned by W.H. Gresham, app. for new TV in Gallup, N.M. He has also purchased KDCD-TV Midland, Tex. ("For the Record," Sept. 5, 1983). Graham is publisher of *Leader*, Lovington, N.M., daily newspaper. Buyer is nonstock nonprofit corporation headed by Garth Coonce, president. It also owns WAQP(TV) Saginaw, Mich., and WWTO(TV) LaSalle, Ill. and WTCT-TV Marion, Ill. Filed July 12.

■ KECO(FM) Elk City, Okla. (96.5 mhz; 100 kw; HAAT: 500 ft.)—Seeks assignment of license from Ronca Broadcasting Co. to John B. Walton for $575,000 cash. Seller is owned by Ron Sewell, Elk City, Okla., farmer with no other broadcast interests. Buyer was owner of KIKX(AM) Tucson, Ariz., whose license was denied by FCC in 1980 ("For the Record," June 16, 1980), for news staging, hoax broadcasts and failure to exercise adequate control over station operations. He also owns KIDD(AM) Monterey, Calif.; KDJY(AM)-KBUY-FM Amarillo, Tex., and KWST(FM) Carmel, Calif. Filed July 16.

■ KADS(AM) Elk City, Okla. (1240 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Beckham Broadcasting Co. to John B. Walton for $375,000 cash. Seller is owned by Howard McBee, who also owns KRPT-AM-FM Anadarko, Okla. Buyer is also purchasing KECO-FM Elk City, Okla. (see above).

■ KHUG-AM-FM Medford, Ore. (AM: 1300 khz; 5 kw-U)—Seeks assignment of license from KHUG Inc. to Rogue River Radio Ltd. Partnership for no less than $500,000, comprising $50,000 down payment, and remainder note. FM station is unbuilt CP, in agreement purchase price is determined by gross income of stations for three-year period after closing. Seller is owned by Donald E. Smuilen, who also owns KLOO(AM)-KFAT(FM) Corvallis, Ore., KPRB-AM-FM Redmond, Ore., and is app. for new TV in Caldwell, Idaho. He also has interest in KIPO-AM-FM Lihue, Hawaii. Buyer is owned by Barry D. Wood, attorney with Washington communications law firm of Wiley, Johnson & Rein. He has no other broadcast interests. Filed July 12.

■ WRHI(AM) Rock Hill, S.C. (1340 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Radio Dixie Inc. to Our 3 Sons Partnership for $650,000, comprising $110,000 cash and remainder in note. Seller is owned by Theodore H. Gray who also owns WFLB(AM) Fayetteville, N.C. Buyer is owned by Manning H. Kimmel IV and David N. Aydelotte, who also own WCBC(AM) Cumberland, Md.

■ KTXA(TV) Fort Worth (ch. 21; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,609 ft.; ant. height above ground: 1,529 ft.)—Seeks assignment of license from Channel 20 Inc. to HOU-GBC Corp. for $64,375,000 plus $12,875,000 if operating profit for first year equals or exceeds $12 million and $18,025,000 if profit exceeds $16 million. If sale is not closed by Dec. 31, price will be increased by $1,545,000. Seller is principally owned by Sidney Shlenker, chairman, Milton Grant, president, and eight others. Buyer is subsidiary of Gulf Broadcast Group, station group of two AM's six FM's and three TV's, Alan Henry, president. It has also purchased KXTH(TV) Houston (see below). Filed July 16.

■ KTXH(TV) Houston (ch. 20; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,807 ft.; ant. height above ground: 2,000 ft.)—Seeks assignment of license from Channel 20 Inc. to HOU-GBC Corp. for $60,625,000, plus $12,125,000 if profit for first year after closing equals or exceeds $12 million and $16,975,000 if profit exceeds $16 million. If sale is not closed by Dec. 31, price will be increased by $1,455,000. Principals have also sold KTXA(TV) Fort Worth (see above). Filed July 16.

■ KRPM(FM) Tacoma, Wash. (106.1 mhz; 100 kw; HAAT: 700 ft.)—Seeks assignment of license from by RPM Broadcasting Inc. to Highsmith Broadcasting Inc. for $4 million cash. Seller is owned by Ray Courtmanche, and his wife, Cheri, who have no other broadcast interests. Buyer is owned by William M. Highsmith (51%), Michael J. Schweitzer (20%) and Ivan E. Braiker (29%). Highsmith is president of Highsmith Co., Phoenix-based library supply firm and has no other broadcast interests. Schweitzer is general manager of WCPX-TV Orlando, Fla., and VP of Outlet Communications Inc., Providence, R.I.-based station group owning one AM, four FM's and four TV's. Braiker is senior VP with subsidiary of Sunbelt Communications Inc., Colorado Springs-based station group owning two AM's and four FM's. They have also purchased KLHT(AM)-KREM-FM Spokane, Wash. ("Changing Hands," June 9). Filed July 16.

Actons

■ WLVE(FM) Miami Beach, Fla. (93.9 mhz; 100 kw; HAAT: 600 ft.)—Granted assignment of license from Community Service Broadcasters Inc. to Gilmore Broadcasting Corp. for $10.5 million cash, including $250,000 noncompete agreement. Seller is headed by Alan Margolis, president. It also owns WMBM(AM) Miami Beach. Buyer is owned by James S. Gilmore Jr. (91.82%) and his sister, Gail Gilmore Smith (8.06%). It is Kalamazoo, Mich.-based owner of WSUA(AM)-WPOQ(FM) Harrisonburg, Va.; KODE-TV Joplin, Mo.; WHET(TV) Evansville, Ill.; WREX(TV) Rockford, Ill., and Western Ohio Cablevision. It recently sold KODE(AM) Joplin, Mo., (see below). Action July 5.

Summary of broadcasting
as of June 30, 1984

Service	On Air	CP's	Total*
Commercial AM	4,749	170	4,919
Commercial FM	3,610	418	4,028
Educational FM	1,153	173	1,326
Total Radio	9,512	761	10,273
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	357	252	609
Educational VHF TV	112	2	114
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	196	74	270
UHF LPTV	87	136	223
Total LPTV	283	210	493
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ KORL(AM) Honolulu (650 khz; 10 kw-U)—Granted assignment of license from O'Day Broadcasting to Pacific Broadcasting Corp. for $790,000 cash. Seller has no other broadcast interests. Buyer is owned by Michael L. Jordan (48%), treasurer of Jordan Investments; Mary P. Heller (23%), president of Heller Securities, Dallas-based investment firm; Ronald B. Poock (21%), Boston attorney, and two others. They have no other broadcast interests. Action July 12.

■ WCTW(AM)-WMDH(FM) New Castle, Ind. (AM: 1550 khz; 250 w-U, FM: 102.5 mhz; 50 kw; HAAT: 500 ft.)—Granted assignment of license from Delta D Inc. to Mohr-Engledow Broadcasting Inc. for $1,150,000 comprising $1,050,000 cash and $100,000 noncompete. Seller has no other broadcast interests. Buyer is owned by K. Stephen Mohr (51%); his wife, Irene (19%), and Mark E. Engledow (30%). Mohr is account manager and Engledow is sales manager at WIBC(AM) Indianapolis. Action July 12.

■ KXOF(FM) Bloomfield, Iowa (106.3 mhz; 3 kw; HAAT: 295 ft.)—Granted assignment of license from Fox River Broadcasting Inc. to BLEWHS Inc. for $100,000 cash. Seller is in receivership. Buyer is owned by Keith Burnam, Ralph V. Lawson, James H. Ensminger, Wilton L. Wilkinson and Robert C. Hockersmith, all 20%. They have no other broadcast interests. Action July 10.

■ WGAY(AM) Silver Spring, Md. (1050 khz; 1 kw-D)—Granted assignment of license from Greater Media Inc. to Interstate Communications Inc. for $950,000, comprising $300,000 cash and remainder in note. Seller is New Jersey-based MSO, Peter A. Bordes, chairman and chief executive officer. It owns five AM's, seven FM's, eight cable TV systems, and East Brunswick, N.J. *Sentinel-Spokesman*. Buyer is owned by Gary L. Portmess (70%) and his wife, Judith (30%). They also own WHAG(AM)-WQCM(FM) Halfway, Md., and is applicant for new FM in New York City. Action July 6.

■ WMYQ-AM-FM Newton, Miss. (AM: 1410 khz; 500 w-D; FM: 106.3 mhz; 3 kw; HAAT: 158 ft.)—Granted assignment of license from Robert L. Tatum to CRS Broadcasting of Mississippi Inc. for $380,000 cash. Buyer is subsidiary (Lindsey English, president) of Cellular Radio Systems Inc., Kenneth V. Orashan, president. It has no other broadcast interests. Action July 10.

■ KODE(AM) Joplin, Mo. (1230 khz; 1 kw-D)—Granted assignment of license from Gilmore Broadcasting Corp. to Remick Radio Inc. for $288,478, comprising $75,000 cash and remainder note. Seller is owned by James S. Gilmore who owns WSVA(AM)-WQPO(FM) Harrisonburg, Va.; KODE-TV Joplin, Mo.; WEHT(TV) Evansville, Ind., and WREX-TV Rockford, Ill. It also owns Western Ohio Cablevision, and has purchased WLVE(FM) Miami (see above). Buyer is owned by Glenn H. Remick (50%), GM of the station, and his wife, Lesalie (50%), they have no other broadcast interests. Action July 12.

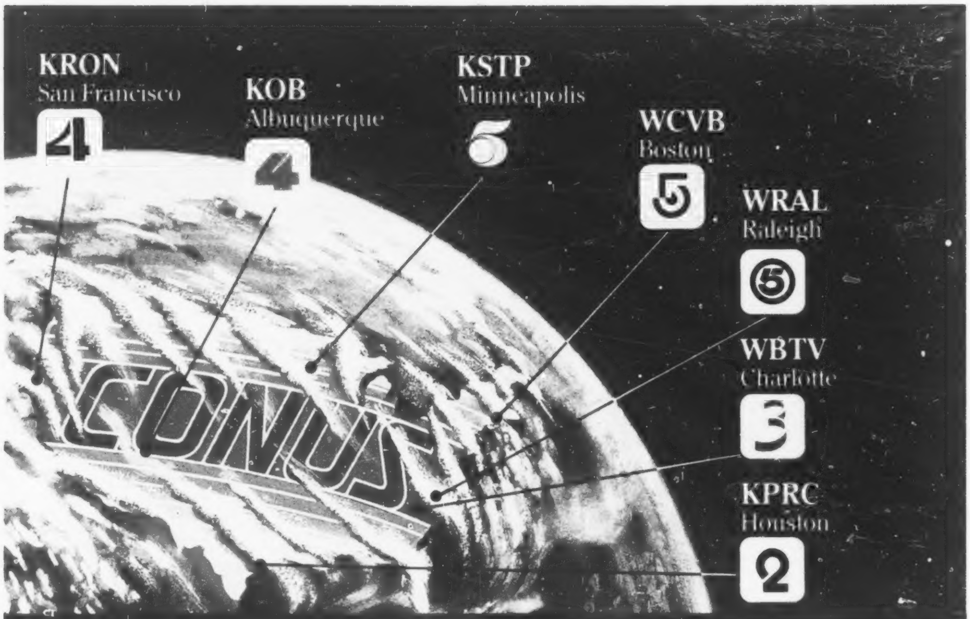
■ KLYQ-AM-FM Hamilton, Mont. (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 95.9 mhz; 1.6 kw; HAAT: 393 ft.)—Granted assignment of license from Alexander Communications Inc. to Bee Broadcasting Inc. Seller is controlled by C.J. Tornabee, trustee in bankruptcy. Alexander Communications is owned by Scott P. Alexander who has no other broadcasting interests. Buyer is owned by Benny Bee, who also owns KJJR(AM) Whitefish, and KBBZ(FM) Kalispell, both Montana. He also has interest in KCTZ(TV) [CP] Bozeman, Mont. Action July 12.

■ KICS(AM)-KEZH(FM) Hastings, Neb. (AM: 1550 khz; 500 w-U, FM: 101.5 mhz; 3 kw; HAAT: 265 ft.)—Granted transfer of control of Tri-Cities Broadcasting from Robert D. Hanna (50% before; none after) to Brian Griffey (none before; 10% after) and Charles R. Cooper (none before; 30% after) for $75,100, comprising $35,100 cash and $45,000 loan to licensee. Seller was originally owned equally by Robert D. Hanna and Edward H. Tricker. They split stock 5 for 1 and Tricker purchased 40% for $45,000 and loan of $10,000 to retain 50%. They also own KROX(AM) Crookston, Minn. Hanna also owns KCLW(AM) Hamilton, Tex. Buyer Griffey is general manager of station. Cooper is Lincoln, Neb., investor with no other broadcast interests. Action July 12.

■ KNYN-FM Sante Fe, N.M. (95.5 mhz; 29.5 kw; HAAT:

The Fifth Estate

Broadcasting Aug 6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Vol. 107 No. 6

Broadcasting ◩ Aug 6

Senate Appropriations Committee moves to block rule of 12's implementation ☐ Summer Olympics start strong ☐ Football 1984

FIRST BLOOD ☐ Senate Appropriations Committee passes measure blocking FCC's implementation of station ownership change to 12. **PAGE 27.**

FINE LINE ☐ FCC releases fine print on rule of 12's order. **PAGE 28.**

GREAT DEBATE ☐ FCC's Fowler and MPAA's Valenti square off in debate of ownership rule on *MacNeil/Lehrer NewsHour.* **PAGE 29.**

SUMMER SHINE ☐ ABC makes $30 million payment for summer Olympics, postponing rebate question. **PAGE 30.** So far, ratings for summer games are meeting network's expectations. **PAGE 30.**

POLLING TALK ☐ Network representatives defend election polling procedures before Senate Commerce Committee hearing. **PAGE 32.**

OPEN FIELD BLOCK ☐ Independent broadcasters, WTBS(TV) decry fallout from Supreme Court's decision to void college football television rights pacts. **PAGE 33.**

FOOTBALL 1984 ☐ Total rights payments for football, in wake of Supreme Court ruling, will be less this year, according to BROADCASTING survey. Rights figure is down 6.5% to $501 million, but local broadcast rights contracts, yet to be negotiated, are not included. A rundown of all the teams and their preseason radio and television contracts, plus which networks are doing what begins on **PAGE 41.**

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SEND IT ALONG ☐ Dougan nomination to State department post moves to Senate floor. **PAGE 51.**

RENEWAL SALE ☐ Two Burbank stations change hands during FCC appeal phase. **PAGE 53.**

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ON TAP ☐ List of issues confronting cable industry brought into focus at New England Cable TV Association meeting. **PAGE 71.**

COME TOGETHER ☐ Group forms new LPTV association: Community Broadcasters of America. **PAGE 71.**

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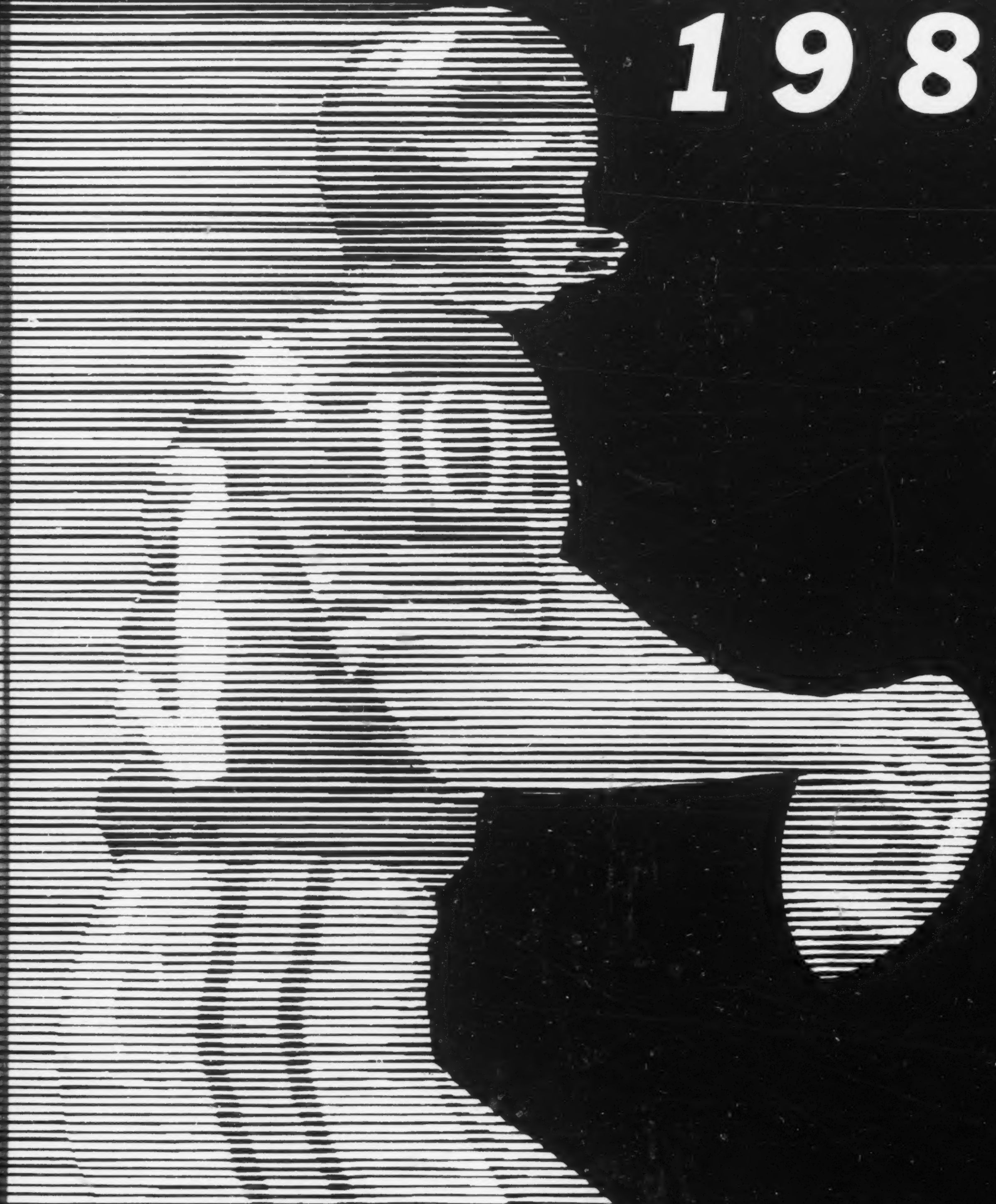
FOOTBALL

1984



A new spin on the football

Payments by broadcasters and cablecasters for football rights hit $501 million, down 5% from last year, but not included are monies from new college contracts yet to be negotiated in wake of Supreme Court's NCAA decision

Thanks to ruling in June by the U.S. Supreme Court voiding the network contracts with the National Collegiate Athletic Association for the rights to televise the football games of its member schools, broadcasters' total payout for TV football rights may be a little lower this year than in 1983. Networks (including cable) and local broadcasters will pay about $501.4 million for football rights in 1984, down 6.5%from $536.6 million last year. That figure does not, however, include local college rights deals, most of which have been put off or are just now being negotiated as the major college conferences complete their agreements with various networks and national/regional syndicators. The decrease is a direct result of the voided NCAA pacts, although the windfall seems like small change compared to the five-year, $2.2-billion contract that CBS, ABC and NBC have with the professional National Football League, negotiated two years ago.

Both CBS and ABC would have paid between $33 million and $34 million for the rights to NCAA games this year. Instead, CBS has paid almost $10 million for the rights to a package of Big 10 and Pacific 10 games and two other games and may buy a few more to round out its schedule (BROADCASTING, July 23). ABC will carry a package of College Football Association football games this season at a cost of $12 million (BROADCASTING, July 30).

On the local level, broadcasters in NFL markets around the league will pay $18.8 million for regular season and preseason radio rights and preseason television rights, up 14.6% from last year. Radio broadcasters will pay a little more than $14.7 million of that figure, up almost 17%, and television broadcasters will account for the remaining $4.1 million, up almost 8%.

The three broadcast networks are expected to pay a total of approximately $415 million for the 1984 rights to NFL games, with CBS paying close to $150 million, ABC, about $135 million and NBC, $130 million. That compares with the approximate $300 million that the three jointly put up last year. The networks are entering year three of their five-year deal with the NFL, which exludes all live cable coverage of NFL games through the life of the pact.

The full impact of the Supreme Court's NCAA ruling is still being measured, but most agree that with more college football product available for carriage—by both broadcasters and cable operators—ratings may be down appreciably for any given game, and games in general are less valuable than they were under the NCAATV plan. It's likely that advertising rates for college football games this season will decrease proportionately with the anticipated ratings fall-off. Some expect network college ratings to drop by a third or more, perhaps even by half. Pricing will also depend on whether or not a given game is going head to head with another, and what kind of package a sponsor is buying.

It's still too early to tell whether schools will make more or less money, or perhaps the same amount, for the broadcast and cable rights to their football product. The only certain factor is that networks will be paying less for college football games while syndicators and local outlets, which now have greater opportunities to televise live contests, will probably pay more.

Among the syndicators capitalizing on the new college football TV opportunities is the Rockville, Md.-based Metrosports. It has wrapped up a deal with the Pacific 10 conference (which includes UCLA, USC and Stanford, among others) for a supplemental package of between 12 to 15 games which Metrosports will syndicate primarily on a regional basis, with an average clearance rate of about 25% of U.S. TV homes, according to Paul Karlsson, the company's executive vice president. Metrosports, which recently merged with Total Communications System Inc., New Kensington, Pa., had a contingency agreement with the Big 10 conference for a similar package, but the deal seemed to be unraveling last week. The two sides had yet to come to terms on several issues, including whether individual schools within the conference would be allowed to negotiate their own local deals (Metrosports opposes that idea), and whether Metrosports would be able to syndicate the package to cable entities. A Big 10 spokesman said the conference was "still in the process" of negotiating a syndication package with Metrosports "and others." Metrosports believes it has a firm legal commitment from the Big 10 for a 1984 package. Metrosports will also syndicate four Notre Dame games and four Penn State games, probably as one package, on a national basis. Media Sales Corp., a subsidiary of Petry Television, will do the actual selling and clearance work for the Pac 10, Notre Dame and Penn State packages. Metrosports also intends to supply a package of games to one national cable network (probably USA Network) and one or more regional cable networks, including Home Team Sports, which serves the Washington and Baltimore markets.

Katz Sports is also taking advantage of the open college market in a big way. It has signed deals with Boston College, Pittsburgh and Syracuse for a package of 13 of their games to be carried on a regional basis in the northeast. It will also distribute regionally eight or nine University of Miami games and is still negotiating with the Big Eight for a package of games. Katz has lined up 150 television stations to carry its Kickoff Classic, the first college game of the season, to be played at Giant Stadium in East Rutherford, N.J. on Aug. 27. It is also selling a package of Atlantic Coast Conference games that will be produced by Jefferson Pilot Broadcasting, Charlotte, N.C.

Mizlou Productions, New York, has again put together a group of bowl games. The schedule includes the Independence Bowl (Dec. 15), California Bowl (Dec.15), Holiday Bowl (Dec. 21), Blue Bonnet Bowl (Dec. 31) and Senior Bowl (Jan. 12). This season's Florida Citrus Bowl is being carried by NBC, but Mizlou is suing for contract infringement (BROADCASTING, June 25).

The Madison Square Garden Network has an agreement to syndicate some a still unknown number of Rutgers University games, and expects to have agreements with other schools by the start of the season.

Pro Sports, Bronxville, N.Y., is syndicating its highlight show, *NFL Week in Review* and its feature programs, *NFL Pro Magazine* and *NFL Best Ever*. It will also distribute four blooper type programs—*NFL Football Follies, The Son of Football Follies, Legends of the Fall*, and *NFL Symphony*.

After two full seasons, the United States Football League appears to have satisfied its broadcasting and cable rights holders as to the quality and attractiveness of its product. ABC has renewed its option for the 1985 season, and while the terms have yet to be finalized, the network will pay at least $14 million for next year's rights. And ESPN has renewed its intial two-year contract with a three-year pact (1985-87) valued at $71 million—substantially more than the $11 million it paid for the first years. On the local level, the league has supplemented its income by selling the rights to some games played by each team to television stations or cable systems. All but three of the 18 USFL teams negotiated local rights deals in 1984.

While cable is locked out of the NFL for another three years, it will have ample opportunity to feature college football before then. ESPN was able to replace its voided supplementary NCAA pact with one structured by the rival CFA. ESPN paid $9.2 million for the rights to 15 prime time Saturday evening cablecasts, beating out Turner Broadcasting System for the privilige (BROADCASTING, July 30). That should please local cable systems because they receive hourly commerical spots from ESPN that they can sell locally. All of the time on Turner's superstation, WTBS(TV) Atlanta, is sold nationally. TBS has, however, picked up the rights to a 12-game package (and possibly 13 or 14 games) of Southeastern Conference football games. It's believed TBS paid about $6 million for the package. The conference includes such schools as Auburn, Alabama and Louisiana State University. As reported, USA Network may carry a package of live Metrosports games. It is also talking to other schools and conferences.

On the regional cable level, SportsTime, owned by Anheuser-Busch, Multimedia and Tele-Communications Inc., which serves parts of 18 midwest states and Florida, has the exclusive rights to 12 games each of the

Missouri Valley and Mid-America conferences and hopes to have a total college football package of perhaps 30 live and as many as 45 tape-delayed games in place by the start of the season. Home Team Sports is negotiating with Metrosports for a package of games. And the Sportschannel group of regional sports services in Chicago, New England, Philadelphia and New York, is also exploring various college football opportunities.

■ Wold Communications, the Los Angeles-based re-sale and common carrier, will transmit a considerable number of televised games this season. The company is still involved in negotiations, but at press time it had signed to do the networking for 11 NFL teams on radio and seven on television. Wold, in association with TCS/Metrosports, will syndicate UCLA football and the Aloha and Hula Bowl Network. The latter is offered to stations and sponsors on a barter basis and games are fed by satellite.

Here's how the networks plan to use what they've bought for the 1984 season:

■ ABC-TV carried its first preseason game two Saturdays ago (July 28) and will carry two more—a prime time contest on Thursday, Aug. 16, and a Saturday afternoon game on Aug. 25. The first was selling for $70,000 per 30 and the second for $66,000 per 30. ABC's regular season Monday night football starts Sept. 3. In addition to those 16 Monday night telecasts, the network will carry five other prime time games (two Thursday games, two Sunday games and a Friday evening contest) throughout the season. Spots for the September games are priced at $165,000 per 30, compared to $150,000 last year. Monday games in October, November and December will sell at an average price of $190,000 per 30, compared to last year's $182,000.

Non-Monday games will sell for about $10,000 or $15,000 less than that. The regular season schedule is now more than 60% sold. Major sponsors include Anheuser-Busch, Miller, Buick, Chevrolet, and Nissan-Datsun, RCA, McDonald's, Union Carbide, IBM, U.S. Tobacco and Pennzoil. ABC is in the third year of a three-year "price protection plan" for football sponsors. Sponsors signing up for the full three years were assured guaranteed prices at the outset. A two-year plan will be established for 1985 and 1986, the final two years of the current NFL pact. The network will televise its first Super Bowl on Sunday, Jan. 20, 1985. Thirty-second spots are priced at $525,000, but sponsors buying two or more Super Bowl spots can have them at the discounted price of $500,000. The game itself is more than 60% sold and the pre- and post-game shows are just about sold out.

ABC will carry the Sugar Bowl on Jan. 1 and spots are priced at $100,000. The Gator Bowl, scheduled for Dec. 28, is priced at $70,000.

■ CBS-TV is offering three preseason NFC games this year—prime time games on Aug. 18 and Aug.25 and a Sunday afternoon game on Aug. 26. It begins its regular season NFC coverage on Sept. 2, and will broadcast 105 games, including 101 regular season and four post season matchups, including the NFC championship game. It's believed that as a rule, the network's NFL spot prices will rise between 12% and 15%. The average price of a 30 for the network's regular season games in 1983 was $140,000, sources said, indicating that this year's prices would be in the $157,000 to $161,000 range. A source at the network said it was too early to tell how the network's Big 10-Pac 10 pricing would shake out, but indications are that they would be less than the $60,000 to $65,000 charged last season for NCAA contests.

■ NBC-TV opens its preseason schedule on Aug. 17, followed by games on Aug. 19 and 24. It will cover a total of 102 games (either American Football Conference games or interconference games) during the regular season followed by exclusive coverage of four AFC playoff games including the AFC championship game. The network's regular season games are priced at an average $135,000 per 30 (up 12.5%) and at this point are about 65% sold. Playoff games are priced at about $225,000 per 30 (up 12.5%) and the AFC championship game on Jan. 6, 1985, is priced at about $275,000 per 30 (up 10%).

Network Lineups

ABC-TV

Pro Hall of Fame Game	July 28
NFL Preseason	Aug. 16, 25
CFA	Starts Sept. 8
NFL Monday Night Football	Starts Sept. 3
Gator Bowl	Dec. 28
Sugar Bowl	Jan. 1
Super Bowl	Jan. 20
Pro Bowl	Jan. 27

CBS-TV

NFC preseason	Aug. 18, 25, 26
NFC regular season	Starts Sept. 2
PAC 10-Big 10	Starts Sept. 15
Sun Bowl	Dec. 22
Blue-Gray game	Dec. 25
NFC playoffs	Dec. 23, 29, 30
Peach Bowl	Dec. 31
Cotton Bowl	Jan. 1

NBC-TV

AFC preseason	Aug. 17, 19, 24
AFC regular season	Starts Sept. 2
AFC playoffs	Dec. 23, 29, 30
Citrus Bowl	Dec. 22
Orange Bowl	Jan. 1
Rose Bowl	Jan. 1
Fiesta Bowl	Jan. 1
Hula Bowl	Jan. 5
AFC Championship	Jan. 6

CBS Radio

NFL package	Starts Sept. 3
Kickoff Classic	Aug. 27
Sun Bowl	Dec. 22
Cotton Bowl	Jan. 1
Super Bowl	Jan. 20

Mutual Radio

Notre Dame and other major college games	Starts Sept. 1
NFL package	Starts Sept. 2
Army-Navy game	Dec. 1
Holiday Bowl	Dec. 21
Hall of Fame Classic	Dec. 29
Sugar Bowl	Jan. 1

NBC Radio

Gator Bowl	Dec. 28
Liberty Bowl	Dec. 28
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1

NBC-TV will televise five bowl games this year—Citrus ($60,000 per 30), Orange ($200,000, up 8.1%), Rose ($250,000, up 6.3%), Fiesta ($100,000, up 11.1%) and Hula ($65,000, up 8.3%).

■ CBS Radio enters its seventh consecutive year of NFL coverage when its traditional network airs the Dallas Cowboys and the Los Angeles Rams in Anaheim, Calif., on Labor Day, Sept. 3 at 8:50 p.m. NYT. CBS will again broadcast 27 regular season contests, many on Monday nights, and 10 post-season games including the AFC and NFC first round playoffs, divisional playoffs, championship games, Super Bowl and Pro Bowl. Teamed to do the broadcasts for the seventh straight season are veteran sportscaster Jack Buck who will handle play-by-play, and Hank Stram, who will do color.

Major advertisers thus far include: Travelodge International, True Value hardware stores, Anheuser-Busch, American Honda, U.S. Army, Buick, Ford Motorcraft, AT&T, Geocel (household caulking), Toshiba (copiers), Alpine Electronics (car/home stereos) and Big A auto parts stores—the last three are new sponsors.

"We are in real good shape," said Michael Ewing, CBS Radio Network vice president and general manager, regarding the amount of advertising time sold for the upcoming season. Ewing noted that there were only about two or three slots still unsold. The network offers advertisers either full or partial sponsorships

CBS Radio is also airing *NFL 1984 Preview* (six segments, Aug. 27-Sept. 1); *Cotton Bowl Preview*, Dec. 31, and *NFL Super Bowl Special* (16 segments, Jan. 19-20).

On the college side, CBS Radio will air the second annual Kickoff Classic on Monday, Aug. 27, pitting last year's national champion Miami against Auburn as well as the Sun Bowl on Dec. 22 and the Cotton Bowl on Jan. 1.

■ Mutual will be broadcasting 16 regular season NFL games each Sunday afternoon beginning at 3:45 p.m. NYT. The first is the Los Angeles Raiders vs. Houston Oilers on Sept. 2. Calling the play-by-play will be Tony Roberts while former pro football player Jack Ham does color.

The network's advertiser line-up includes: Budweiser, Ford Motorcraft, American Honda, Howard Johnson and AT&T. Luke Griffin, Mutual's director of sports, says that the network's NFL package is about 60% sold out and he expects it to be about 80% sold out when the season begins.

Mutual also holds the regional network rights to four NFL teams: the Pittsburgh Steelers, Atlanta Falcons, Houston Oilers and Kansas City Chiefs.

Mutual's college coverage will again include 11 Notre Dame games as well as nine other college contests. And the network will also air the following annual college football events: the Holiday Bowl, Dec. 21; the Hall of Fame game, Dec. 29, and the Sugar Bowl, Jan. 1.

■ NBC Radio Network's football coverage includes five college bowl games, the Gator Bowl, Dec. 27; the Liberty Bowl, Dec. 28 and the Fiesta, Rose and Orange Bowl games, all slated for Jan. 1. Both the Gator and Liberty Bowl games were added to NBC's line-up when the network signed a three-year broadcast rights to carry the games earlier this summer ("Riding Gain," July 9).

■ ABC Radio has just ended a two-year deal for exclusive broadcast rights of USFL Football and, according to a network spokeswoman, it is in the process of negotiating another agreement.

On the local level, more stations than usual reported that sales were not pacing at the anticipated rate, in some cases due to local phenomenon (such as the red hot baseball Tigers in Detroit), although managers in several markets pointed to the shifting of dollars to Olympic-related programing.

■ Sales for *Cleveland Browns* games are slower than last year, reported George Stehlin, program director of WKYC-TV, who attributed it to factors including the beer advertising money that went instead to the Olympics and slowed buying in local markets. Art Greenberg, national sales manager of WHK(AM), said sponsorship for the Browns games would include major buys by Honda and Budweiser.

■ There was satisfaction on both the radio and TV side for *Houston Oilers* selling. Luke Griffin, director of sports for rights holder Mutual Broadcasting System, said principal sponsors are Budweiser, Motor Craft and Honda. Matt Reiff, general sales manager of KTXH(TV) there underscored a claim of "very good" sales with a sponsor list that includes Toyota, Texaco, Meineke Muffler, Burger King and Anheuser-Busch.

■ The five major local sponsors of *Pittsburgh Steelers'* broadcasts on WTAE(AM) Pittsburgh are People's Express, Pittsburgh National Bank, Daily Juice Products, Arby's Restaurants and Frederick Computer Services. Ted Atkins, vice president and general manager, said the games and pre-game and post-game programing that include an hour-and-a-half talk show are about 90% sold. Sponsors for televised Pittsburgh Steelers pre-season games on co-located WPXI(TV) include Pittsburgh National Bank and Iron City Beer. John Howells, vice president and general manager, said 75% of the advertising availabilities have been sold and added that other sponsors include a fast food chain and drug store chain.

■ In Denver, KOA(AM) was 75% sold out by mid-July, according to Dick Carlson, sports sales manager. In the fold for the 15th year of the station's *Bronco* coverage are Anheuser-Busch, Honda, and Public Service of Colorado. Principal client on the KOA network is Continental Oil. Roger Ogden, general manager of KCNC-TV Denver, also noted that the Olympics competition made football a "tough sell," but overall he was satisfied with the sales pace.

■ In Dallas, radio sales for the *Dallas Cowboys* on KRLD(AM) and the Texas State Newtwork, "are better than ever before," according to Gene Ashcraft, vice president and general manager of TSN (owned by rights holder Metromedia). The sponsor list is headed by Anheuser-Busch and Honda.

■ As for the *New York Giants*, WNEW(AM) is launching its 24th consecutive year of coverage. Advertisers this season includes TWA, American Honda and Nabisco. WPIX-TV will broadcast four pre-season games, one live and three tape-delayed contests scheduled to have begun last Friday night (Aug. 3) with the Giants vs. the New England Patriots.

■ Hal Smith, general manager of WIP(AM) Philadelphia, reports that advertiser sales, are "excellent" for the *Eagles* coverage, adding "it's just about sold out." The station carries two hours of pre-game football programing and an hour post game session which also have attracted substantial advertising. Main sponsors for the radio broadcasts are Honda, TWA, and the Sands hotel. On television, an official at WCAU-TV said the football schedule "is selling well," and mentioned there are many major sponsors but declined to name them.

■ This will be the first year KDNL-TV St. Louis will carry *Cardinals* football games, according to William L. Viands Jr., the station's vice president and general manager. The station obtained the rights to the pre-season games several weeks ago and has placed one of four sponsorships with Anheuser Busch. Robert Hyland, regional vice president, CBS O&O KMOX(AM) St. Louis, said that station is "roughly 75%" sold for the Cardinal games it will carry. Among major sponsors he mentioned were Anheuser-Busch, Buick, Farmer's Insurance and TWA.

■ For the *Los Angeles Rams*, KLAC(AM) there will originate one pre-season game only, while KMPC(AM) will originate the remaining three pre-season and 16 regular season games. KMPC, which holds English-language radio rights, feeds a regional network of 21 other stations. KLVE(FM) Los Angeles holds Spanish-language radio rights and feeds one other station for four pre-season and 16 regular season games. KCBS(TV) Los Angeles will air four pre-season games, live if sold out and tape-delayed if not. No other regional stations are fed by KCBS, which holds pre-season rights.

Advertising sales are reported to be going very well. Related programing this year includes a five-minute weekday *Rams Report* on KMPC, hosted by Bud Tucker and two television interview/highlights shows: *The John Robinson Show*, a half-hour Saturday afternoon KCBS(TV) program hosted by Rams coach John Robinson, and a yet-untitled wrap-up show on KDOC(TV) Anaheim, hosted by team members Vince Ferragamo and Norman Cromwell, also on Saturday afternoons. The weekly programs all commence with the regular season schedule in September.

■ Bob Speck Productions retains radio rights to the *Los Angeles Raiders*, with KRLA(AM) Pasadena originating English-language radio coverage of four pre-season and 16 regular season games. KRLA will feed 25 other outlets. KTNQ(AM) Los Angeles originates Spanish-language coverage of four pre-season and 16 regular season games, feeding six other stations.

Bob Speck Productions also retains television rights. KNBC(TV) Los Angeles originates coverage of four pre-season games under terms of new three-year agreement. The pact also includes a 20-part half-hour sports series, *Raiders Playbook '84*, scheduled to begin in September. The half-hour program, hosted by Tom Harmon, features videotaped highlights of past games and interviews with team members. KMEX-TV Los Angeles originates Spanish-language coverage of four pre-season games. Neither KNBC nor KMEX feeds any other station.

According to Peter Columbus, vice president of Speck Productions, which is handling advertising sales, the company is close to selling out time for both TV and radio coverage. "It's running ahead of last year," he said, "with lots of sponsor interest." Nissan Motors (Datson) has purchased a dual TV/radio package and is returning as one of biggest accounts this year. Others making TV or radio commitments include Anheuser-Busch, Coors, A.C. Delco, Hitachi, Chrysler-Plymouth Dealers of Southern California and Farmers Insurance.

■ KOGO(AM) San Diego has *Chargers* radio rights for four pre-season and 16 regular season games. The station is in the first of a new three-year contract and will not be feeding a regional network.

KGTV(TV) San Diego has TV rights to the first and fourth pre-season games. KUSI-TV San Diego has rights to the second game and KFMB-TV will broadcast the third game as part of the CBS Television Network origination. No other stations are being fed.

"There is lots of interest and time is selling well," according to a team spokesman. Radio opportunities include *Charger Talk* call-in shows before and after each game, plus special reports for one-hour before and one half-hour after games.

■ KIRO(AM) originates *Seattle Seahawks* coverage and retains the radio rights, feeding 52 other stations. KING-TV originates and retains television rights for four pre-season games. Games are aired live if sold out, otherwise they are tape-delayed.

"We are very close to being sold out if not sold out already for television and radio coverage," said a team spokesman. Major accounts include Nissan Motors (Datsun) and Coca-Cola. Opportunities for advertisers include a half-hour regular season post-game show on KING-TV and three-and-one-half-hours of pre- and post-game programing on KIRO, for a total seven-hour per game package. The wrap-around elements include interviews, listener call-ins, highlights and coach comments.

■ *San Francisco 49'ers* radio coverage is provided again this year by KCBS(AM) San Francisco (in the first year of a new three-year contract) which retains rights and feeds four pre-season and 16 regular season games

Local radio's pre- and regular-season NFL coverage

AFC East

Team	Originator	Regional network; games scheduled; rights holder
Buffio Bills	WBEN Buffalo	Reg. net. of 13; four preseason and 16 regular season games; station holds rights.
Indianapolis Colts	WIBC Indianapolis	Reg. net. of 17; four pre-season and 16 regular-season games; station holds rights.
Miami Dolphins	WIOD Miami WQBA-FM Miami (Spanish)	Reg. net. of more than 30 stations for WIOD (no regional Spanish network); four preseason and 16 regular season games; WIOD holds both Spanish and English radio rights.
New England Patriots	WEEI Boston	Reg. net. of 30; four preseason and 16 regular season games; station holds rights.
New York Jets	WABC New York	No reg. net.; WABC will carry one preseason and 12 regular season games—due to conflict in early part of season with New York Yankees baseball games, which it also carries, station has assigned three preseason and four regular season games to WMCA New York; WABC holds rights.

AFC Central

Team	Originator	Regional network, games scheduled; rights holder
Cincinnati Bengals	WKRC Cincinnati	Reg. net. of between 65 to 70 stations; four preseason and 16 regular season games; station holds rights.
Cleveland Browns	WHK Cleveland	Reg. net. of 37; four preseason and 16 regular season game; station holds rights.
Houston Oilers	KTRH Houston	Mutual Broadcasting System reg. net. of more than 65 stations; four preseason and 16 regular games; Mutual holds rights.
Pittsburgh Steelers	WTAE Pittsburgh	Mutual Broadcasting System reg. network of about 100 stations; four preseason and 16 regular season games; Mutual holds rights.

AFC West

Team	Originator	Regional network, games scheduled; rights holder
Denver Broncos	KOA Denver	Reg. net. of 45; four preseason and 16 regular season games; station holds rights.
Kansas City Chiefs	KCMO Kansas City	Mutual Broadcasting Network of 70 stations, four preseason and 16 regular season games; Mutual holds rights.
Los Angeles Raiders	KRLA Pasadena KTNQ Los Angeles (Spanish)	Reg. net. of 25 for K[illegible] and reg. net. of six for KTNQ; four pre- season and 16 regular season games each; Bob Speck Productions, Los Angeles, holds rights.
San Diego Chargers	KOGO San Diego	No reg. net.; four preseason and 16 regular season; station holds rights.
Seattle Seahawks	KIRO Seattle	Reg. net. of 52; four preseason and 16 reg. season games; station holds rights.

NFC East

Team	Originator	Regional network, games scheduled; rights holder
Dallas Cowboys	KRLD Dallas	Texas State Network of 107 stations, and regional network of 26 Spanish language stations; four preseason and 16 regular season games for each network; Metromedia, owner of TSN, holds rights for networks and originating station.
New York Giants	WNEW New York	Reg. net. of 25 to 30; four preseason and 16 regular season games; station holds rights with Metrosports handling network sales.
Philadelphia Eagles	WIP Philadelphia	Reg. net. of 27; four preseason and 16 regular season games; station holds rights with Metrosports handling network.
St. Louis Cardinals	KMOX St. Louis	Reg. net. of about 50; four pre- season and 16 regular season games; station holds rights.

Chart continues on page 48

Chart continued from page 46

Team	Originator	Regional network, games scheduled; rights holder
Washington Redskins	WMAL Washington	Reg. net. of about 100; four pre- season and 16 regular season games; station holds rights with Metrosports handling network.
NFC Central		
Chicago Bears	WBBM Chicago	No reg. net.; four preseason and 16 regular season games; station holds rights.
Detroit Lions	WJR Detroit	Reg. net. of 36; four preseason 16 regular season games; station holds rights.
Green Bay Packers	WTMJ Milwaukee	Reg. net. of 55; four preseason and 16 regular season games; station holds rights.
Minnesota Vikings	WCCO Minneapolis-St. Paul	Reg. net. of 30; four preseason and 16 regular season games; station holds rights.
Tampa Bay Buccaneers	WSUN Tampa-St. Petersburg	Reg. net of 30; five preseason and 16 regular season games. Taft Broadcasting holds rights.
NFC West		
Atlanta Falcons	WGST Atlanta	Mutual Broadcasting System reg. net. of between 135 and 140 stations; four preseason and 16 regular season games; Mutual holds rights.
Los Angeles Rams	KMPC Los Angeles KLVE Los Angeles (Spanish)	Reg. net. of 21 for KMPC; KLVE feeds one other; KLAC will carry one preseason game and KMPC will carry three preseason and 16 regular season; KLVE will carry four preseason and 16 regular season; stations hold rights.
New Orleans Saints	WWL New Orleans	Reg. net. of 41; four preseason and 16 regular season games; station holds rights.
San Francisco 49ers	KCBS San Francisco	Reg. net of 19; four preseason and 16 regular season games; stations holds rights.

to 19 stations. KPIX(TV) San Francisco is again originating TV coverage of all four pre-season games.

Team spokesman Jerry Walker says, "We're a hot commodity this year. I believe we sold out advertising for both television and radio some time ago."

■ The *Colts* moved from Baltimore to Indianapolis during the off season and the residents are understandably in a state of euphoria. Larry Mago, broadcast coordinator for WIBC(AM) Indianapolis, which will broadcast the games, gave an indication of the excitement in Indianapolis when he mentioned there are 55,000 seats in the stadium and 192,000 applications for season tickets. He said this fervor extends to the radio coverage. Mago reported that both local and national sales packages have been sold. Major sponsors are Toyota and its local dealers, Anheuser-Busch, True Value Hardware and Delco Electronics. The picture is equally bright for WTHR(TV) there. Its four preseason games have been sold out, according to Bill Dunaway, vice president and general manager. Principal advertisers are Hardee's restaurants, Kroger, General Telephone & Electronics, Amax Coal and Indianapolis Power & Lighting Co.

■ Games of the *Miami Dolphins* are broadcast in both English and Spanish. According to George Hyde, general manager of WQBA-FM Miami, which bought the Spanish language rights from co-located WIOD(AM), football is especially popular among young Latins. Sponsors for those broadcasts include Universal Casualty and Eastman Kodak. Sponsors for WIOD's regional broadcasts include Eastern Airlines, Honda, Anheuser-Busch and Chevron. Other sponsors include Ryder Truck, Universal Casualty, Burger King, Capital Bank and Publix (food chain). Joel B. Day, vice president and general manager, said the station is 95% sold with just a few avails in the pre-game and post-game shows.

■ In New York, WABC(AM) has picked up exclusive three-year broadcast rights for the *New York Jets*. However, due to a scheduling conflict with its New York Yankees baseball broadcasts (WABC is in fourth year of a six-year deal), the station is paying crosstown talk rival WMCA(AM) to air seven games (both pre-and regular season contests) which overlap with Yankee games this season, at a cost in the $10,000-$12,000 range a game.

James Haviland, WABC(AM) vice president and general manager, reports the games are nearly sold out with a line-up of sponsors that includes: Nissan Motors, Eastern Airlines, Blue Cross/Blue Shield, Getty, Gulf Oil and Ford. Haviland also noted that after the conflicting weeks with baseball are over, WABC(AM) will air two-hour pre- and post-game shows.

WNEW-TV will air three pre-season games this year, two live and one tape-delayed. Major sponsors include Miller Brewing.

■ In Cincinnati, selling is upbeat with Jim Bryant, general sales manager of WKRC(AM), citing a long *Bengals* sponsor list that includes Firestone, Safeco Insurance, Anheuse-Busch, Chevrolet, Fifth Third Bank, Sears and Marathon Oil. For the Bengals' preseason telecasts, WLWT(TV)'s director of sales, Ned Paddock, said sales were ahead of last year with Budweiser, Toyota and Wendy's restaurant chain in hand and deals nearly set for Cincinnati Bell and Blue

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Local TV preseason NFL coverage

Team	*Originator*	*Regional network, games scheduled; rights holder*
AFC East		
Buffalo Bills	WKBW-TV Buffalo	One live game; station holds rights.
Indianapolis Colts	WTHR Indianapolis	Reg. net. of two; four live games; station holds rights.
Miami Dolphins	WCIX-TV Miami	Three live games; station holds rights.
New England Patriots	none	No live coverage of preseason home games this year in attempt to improve game attendance.
New York Jets	WNEW-TV New York	One live, two tape-delayed; station holds rights.
AFC Central		
Cincinnati Bengals	WLWT Cincinnati	Feeds to other stations still in negotiation; three live and one tape-delayed; station holds rights.
Cleveland Browns	WKYC-TV Cleveland	Three live games; station holds rights.
Houston Oilers	KTXH Houston	Three live games; station holds rights.
Pittsburgh Steelers	WPXI Pittsburgh	Reg. net. of three; three live games; station holds rights.
AFC West		
Denver Broncos	KCNC-TV Denver	Three live games and perhaps a fourth if sold out; station holds rights.
Kansas City Chiefs	KCTV-TV Kansas City	Four live games; station holds rights.
Los Angeles Raiders	KNBC Los Angeles KMEX-TV Los Angeles (Spanish)	Four live games each, assuming sell out. Bob Speck Productions, Los Angeles, holds rights.
San Diego Chargers	KGTV San Diego KUSI-TV	Two live games for KGTV and one live game for KUSI, assuming sell out. Stations hold rights.
Seattle Seahawks	KING-TV Seattle	Four live games; station holds rights.

Team	*Originator*	*Regional network, games scheduled; rights holder*
NFC East		
Dallas Cowboys	KXAS-TV Dallas-Ft. Worth	One live and one tape delayed; Annamark/Nevin Lyerly Productions, Austin, holds rights.
New York Giants	WPIX New York	One live, three tape-delayed, station holds rights.
Philadelphia Eagles	WCAU-TV Philadelphia	Three live games (maybe a fourth); station holds rights.
St. Louis Cards	KDNL-TV St. Louis	Two live games; two tape-delayed; station holds rights.
Washington Redskins	WTTG Washington	Two live preseason games; station holds rights.
NFC Central		
Chicago Bears	WBBM-TV Chicago	One live, two tape-delayed; station holds rights.
Detroit Lions	WJBK-TV Detroit	Two live and two tape-delayed; station holds rights.
Green Bay Packers	WBAY-TV Green Bay	Reg. net. of four; four live games (but tape-delayed on some stations according to home game site, (Milwaukee or Green Bay); station holds rights.
Minnesota Vikings	WCCO-TV Minneapolis-St. Paul	Reg. net. of three; four live games; station holds rights.
Tampa Bay Buccaneers	WTOG Tampa-St. Petersburg	reg. net of one; one live, four tape-delayed; station holds rights.
NFC West		
Atlanta Falcons	WAGA-TV Atlanta	Four live games (if home games sell out); station holds rights.
Los Angeles Rams	KCBS-TV Los Angeles	Four live games if sold out; station holds.
New Orleans Saints	WWL-TV New Orleans	Also feeds WAFB-TV Baton Rouge; one live, two tape-delayed; station holds rights.
San Francisco 49ers	KPIX San Francisco	Four live games assuming sell out station holds rights.

Cross/Blue Shield.

■ In Detroit, Tony Nagorsen, WJR(AM) national sales manager, said the *Lions'* divisional championship last year provided impetus for this year's sales. WJR sponsors include Anheuser-Busch, Ford Division, Big Boy restaruants, Armour meats and True Value Hardware. Jim Clayton, WJBK-TV general sales manager, said the success of Detroit's pro teams in football, basketball and baseball in the past year, had generally added "sizzle to selling," but that current local interest in the baseball Tigers' winning ways made football a bit harder to sell. The pace is "OK, but not great," he said. Prime telecast sponsors on WJBK-TV are Stroh's and Toyota and local Pontiac dealers.

■ *Minnesota Vikings* play-by-play football coverage over WCCO(AM) Minneapolis-St. Paul is about 90% sold out, according to Clayton Kaufman, general manager, WCCO(AM). He added that there was also some adjacent spot availabilities left in the schedule.

The major advertisers for this season's radio broadcasts are: Pabst Brewing Co., American Honda, True Value Hardware stores and Farmers Insurance Group. A major local sponsor is Twin City Federal Savings & Loan.

Kaufman said that this year's regional network of about 30 stations will be offered the games via Westar IV through the facilities of Minnesota Public Radio.

On the television side for the Vikings, WCCO-TV will air four live pre-season games and, according to Bob McGann, director of sales and marketing for the station, spots during the telecasts are "almost sold out." Advertisers include: Coors, Northwest Bank, Monsanto and Northwestern Bell. The station is at the end of a three-year pact.

■ WGST(AM) Atlanta is 90% sold out for its half-share of availabilities on *Falcons* games—Mutual has the other half—according to John Lauer, the station's vice president and general manager. Because the station is also carrying live Olympic coverage Lauer said he is not worried about any competition for advertising dollars and listed among sponsors for the Falcons' broadcasts, Budweiser, Delta Airlines, Chevron and Black & Decker. Paul Raymond, vice president and general manager for co-located WAGA-TV, said that station is "relatively sold out," of availabilities for its coverage of four Falcons' pre-season games. Sponsors of the telecasts are Heilman Beer, Burger King, Southern Bell, Exxon, Coors Beer, Seigfield Jeans, Texaco, Santa Fe Hardware, Volvo, AT&T, Delta and Nissan. Rayomnd said that despite the Olympics and the popularity of the second-place Atlanta Braves baseball team this season, "There seems to be enough money to go around," for all sports.

■ In Chicago, Ron Jordan national sales manager of WBBM(AM) reported selling for *Bears* games was ahead of 1983 with his station's sponsor list headed by Stroh's, Honda and H&M Auto Parts. Sam Stallworth, general manager of WBBM-TV, said that the Bears TV has gone "pretty well" and that top sponsors for the Bears telecasts include Miller Beer and Chevrolet/Cadillac dealer groups.

■ In Green Bay, Wis., WBAY-TV Program Director Dick Millhiser reported "excellent sales with the pace 20% ahead of last season. Top sponsor for the preseason *Packers* telecasts is Pabst. ■

Law & Regulation

Congress lobbies for 'The Lawmakers'

House passes CPB authorization bill after debating possibility of putting legislative program back on air

On July 24 the House passed a bill (H.R. 5541) to reauthorize the Corporation for Public Broadcasting through 1989, defeating two amendments that would have reduced the appropriations ceiling ("In Brief," July 30). But while money was the main topic of the debate, a side issue also surfaced, reminding Congress and public broadcasters of a joint concern: maintaining the latter's programing independence.

At issue was putting the public television series (and congressional favorite) *The Lawmakers*, back on the air. The program went off June 28, due to lack of funds ("Closed Circuit," July 2).

The discussion began when Representative Steny H. Hoyer (D-Md.), asked the bill's author, Representative Timothy Wirth (D-Colo.), what he thought "the prospects for further funding of that particular program, or similar programs would be?"

Wirth cautioned that Congress must be "extremely careful" not to place itself "in any kind of position of dictating or line iteming . . . what kind of programing is on public television." That, he said, was one reason that CPB is funded in advance—so that there is "a buffer of two or three years and there is no way of getting a handle on public broadcasting politically."

The insulation of public broadcasting from one source of its funds, the Congress recently has raised concern among some members of the public broadcasting community. At a luncheon before the Southern Educational Communications Association board in June, CPB's president, Edward Pfister, warned that public broadcasting must resist the politicization of the system.

Virginia Fox, president of SECA, told her board members in a confidential June 26 memo that the "CPB appropriations is currently being held hostage by the Congress with the cancellation of the *Lawmakers*- . . . which has marginal acceptance by the [public broadcasting] stations." She also criticized the program's staff for allegedly lobbying on the Hill for continued funding for it.

But what's at issue, Fox told BROADCASTING, was not the specific program of *The Lawmakers* but the "the principle of insulation." Involving Congress in programing, she said, allows "a very carefully constructed heat shield" separating the two, "to be pierced." Any discussion of specific programing is inappropriate, she added.

The *Lawmakers* was offered $300,000 by

Fein resigns. After serving 19 months as the FCC's top lawyer, Bruce Fein last week announced his intention to resign. In remarks to his division chiefs, the FCC general counsel said he wanted to go into private practice or a position that would afford him more flexibility to write and do public speaking. He also informed the staff that he had told Chairman Mark Fowler earlier that morning (July 31). Joked Fein, whose inclination for saying exactly what's on his mind has become something of a legend: "This probably means the chairman won't have to take as much Mylanta."

In an interview, Fein, 37, told BROADCASTING that he had simply "decided I'd been in government too long." Fein, who served for 10 years in a variety of positions at the Department of Justice before coming to the commission ("Fifth Estater," June 11), said he wasn't entertaining any offers, but that he intended to start talking seriously to the Heritage Foundation, the American Enterprise Institute and private law firms about the possibility of doing "communications, antitrust, banking or administrative law, or constitutional litigation." Fein said he had not set a firm deadline for leaving, but hoped to depart within four to six weeks.

The parting of ways is said to be amicable. Said Fowler: "I feel very fortunate that Bruce has served as our general counsel. I hate to see him leave, but on the other hand, I understand why he feels he should. He has added real luster to the general counsel's position. He's a very talented and forceful advocate, particularly in the First Amendment area, and one very fine lawyer of considerable intellect."

tures as "The Texas Chainsaw Massacre," "Zombies" and "Driller Killer." NSEN also plans to offer advertiser-supported "sexy soap operas" that would contain some nudity, but would be unscrambled, he said. Dawson said Space Age expects to supplement its adult-oriented fare with "pay-per-view sports and general release movies."

Although NSEN's The Pleasure Channel and Space Age's Fantasy feature sexually explicit movies, their operators have different ideas about what movies are proper and good business to offer.

Dawson boasts that his movies are uncensored, unedited and "triple X" rated, showing "actual penetration" and male erections and ejaculations. But unlike The Pleasure Channel and some of the pay cable movie services, he said, Fantasy draws the line at any movie whose story line puts it in the category he calls "bizarre." The category includes movies dealing with transexuality, beastiality, incest, male homosexuality, youth exploitation, violent sex and satanic themes. Fantasy is nothing but "wholesome, healthy sex behind the closed door" provided by the scrambling system, he said. The self-imposed code of ethics prevents Fantasy from showing such R-rated movies as "Pretty Baby" or "Friday the 13th," he said. "It's one thing to show people nude," he said, referring to the proliferating number of "slasher" films, "it's another thing to hack them up while they are nude."

The Pleasure Channel will show some of the same films as Fantasy, said Smith, but will edit them to delete "final penetration, ejaculation and anything kinky." "I won't show pentration into any orifice," he said, "whether it be by penis, vibrator or banana." Besides, the edited movies are better business, he said. "You can tease the [viewer] forever if you take a little out," he said. "The only people who want to see it all are the hardcore raincoat fanatics." In addition, he said, editing the movies will make the service less vulnerable to legal attacks from community censors. "I obviously want to avoid prosecution wherever possible," he said. "My programing is 'indecent' as opposed to 'obscene.'"

Smith took exception to the suggestion that Dawson's standards were in any way higher than his own. The Pleasure Channel will not show any movie that places women in "a demeaning position" or features sadomasochism. Many of the violent movies, he said, will be funneled into the The Drive-in Channel.

Dawson and Smith are taking advantage of what to them must seem a potentially lucrative business opportunity. Neither has pretensions of doing anything else. But, in fact, they may be leading the way into the new medium of low-power satellite broadcasting, and HBO and others may soon follow. Dawson believes it's a powerful medium. Low-power satellite broadcating, not cable is "the wave of the future," he said. "You can't keep the [earth station] technology out of the hands of consumers," he said, unless the pay cable network are successful in getting legislation passed that would make the backyard interception of their cable feeds illegal. With the earth stations, he said, the consumers are able to receive scores of channels. "The become bigger than the local cable company." □

ABC wins the gold with the Olympics

Despite coming in third place on three nights and second place on one night, ABC was able to win the week ended July 29 in the prime time ratings based on the strength of Saturday's opening Olympic ceremonies and the first-day events on Sunday which each attracted more than twice the share of the other two networks combined.

ABC said that 75 million people watched some or all of the David Wolper-produced opening Olympic ceremonies on Saturday night (a record, it believes) and that 80 million viewers watched some or all of the first day's events on Sunday night. In network ratings analysis language, "some" means at least five minutes.

It was also a week in which NBC beat CBS by one-tenth of a rating point as each found itself in first and last place on two nights during the week. On Saturday, a repeat of the 1979 theatrical film, "The Rose," starring Bette Midler, on CBS fell to NBC's regular lineup.

For the week, ABC recorded an average 15.5 rating and a 29 share in the Nielsen National Television Index, while NBC pulled up second with an 11.3/21 and CBS came in third with an 11.2/21. ABC came in first on Wednesday, Saturday and Sunday; CBS took Monday and Thursday; Tuesday and Friday went to NBC.

Highlights of the week, night by night:

■ CBS won Monday night due to a nine-tenths rating margin provided by ***Scarecrow & Mrs. King*** in the 8-9, notwithstanding slot which beat runner-up ***TV Bloopers & Practical Jokes*** opposite it on NBC. ABC's ***Monday Night Baseball*** suffered a 10/18, keeping that network in a distant third all night.

■ NBC as usual was in first Tuesday night, notwithstanding a delayed start due to a sustaining presidential press conference.

■ ABC took its customary Wednesday night win, getting off to a good lead with ***Fall Guy's*** 26 share although falling behind CBS at 9-11 as two 1981 made-for-TV movies went against each other. Baseball on NBC, which ran over to 12:02, averaged an 8.7/17.

■ CBS was back in first place on Thursday with its regular schedule. An ***Olympic Gala*** on ABC, which stretched from 9 to 11, picked up a 22 share—not enough to overcome the average 23 share generated by NBC's regular schedule.

■ NBC won Friday night based solely on a 1980 made-for-TV disaster movie, ***The Night The Bridge Fell Down.*** Most of ABC's strength for the evening came from ***Benson*** and ***Webster*** between 8 and 9 before a special Olympic preview brought it down a few share points. Still, CBS was clearly the third place—network its highest point for the evening was a 19 share pulled in by Dallas at 9-10.

■ ABC dominated Saturday night, with the opening Olympic ceremonies capturing an average 23.9/48 as they stretched from 7:30 to 11:12. NBC, which moved up and down between a 21 share for ***Silver Spoons*** and 16 share for ***Boone*** didn't feel it as much as CBS, which averaged a 14 share for a repeat of "The Rose."

■ It was essentially the same story on Sunday night, with ABC soaring to a 44 share for the first events of the Olympics, which aired from 7 to 11:12. This time, however, CBS was the runner-up with what was left over—averaging almost a 19 share for the evening with its regular schedule compared to a 17.3 share for NBC. CBS's ***60 Minutes*** recorded an 11.5/23, leaving it, uncharacteristically, in 26th place.

Rank	Show	Network	Rating/Share
1.	Olympics (Sunday, 7-11)	ABC	24.3/44
2.	Olympics (opening ceremony)	ABC	23.9/48
3.	Simon & Simon	CBS	15.9/28
4.	Circus Came to Town	CBS	15.2/27
5.	A Team	NBC	15.1/28
6.	Child Bride	NBC	14.8/25
7.	Circus of the Stars	CBS	14.5/25
8.	Magnum, P.I.	CBS	14.3/27
9.	Mistress of Paradise	ABC	13.8/24
10.	Riptide	NBC	13.7/24
11.	Family Ties	NBC	13.4/25
12.	Hill Street Blues	NBC	13.0/24
13.	Cheers	NBC	13.0/23
14.	Scarecrow & Mrs. King	CBS	12.8/25
15.	Fall Guy	ABC	12.7/26
16.	Twirl	NBC	12.3/21
17.	Night Court	NBC	12.2/21
18.	Olympic Gala	ABC	12.1/22
19.	Alice	CBS	12.1/20
20.	Trapper John, M.D.	CBS	12.1/20
21.	Remington Steele	NBC	12.0/23
22.	Gimme A Break	NBC	11.9/23
23.	TV Bloopers & Practical Jokes	NBC	11.9/23
24.	Night the Bridge Fell Down	NBC	11.7/23
25.	Benson	ABC	11.6/24
26.	60 Minutes	CBS	11.5/23
27.	Webster	ABC	11.5/23
28.	Forbidden Love	CBS	11.4/20
29.	Jeffersons	CBS	11.4/19
30.	Mama's Family	NBC	10.9/20
31.	Olympic Preview (Friday)	ABC	10.8/21
32.	Knots Landing	CBS	10.7/20
33.	Silver Spoons	NBC	10.5/21
34.	Knight Rider	NBC	10.5/19
35.	Bosom Buddies	NBC	10.0/19
36.	Monday Night Baseball	ABC	10.0/18
37.	Hart to Hart	ABC	9.9/18
38.	Dallas	CBS	9.8/19
39.	Dukes of Hazzard	CBS	9.4/19
40.	Crossroads	CBS	9.2/19
41.	Falcon Crest	CBS	9.0/18
42.	Foulups, Bleeps & Blunders	ABC	8.8/17
43.	Diff'rent Strokes	NBC	8.7/18
44.	Major League Baseball	NBC	8.7/17
45.	Boone	NBC	8.5/16
46.	Baseball pregame	NBC	7.7/17
47.	AfterMash	CBS	7.7/15
48.	Hotel	ABC	7.7/14
49.	Goodnight, Beantown	CBS	7.5/14
50.	Mon. Night Baseball pregame	ABC	7.4/15
51.	The Rose	CBS	7.3/14
52.	Four Seasons	CBS	6.9/12
53.	Bugs Bunny Special	CBS	6.2/13
54.	Summer Sunday USA	NBC	2.8/6

Diego, Calif. 92126. Principal is owned by Rosalinda I. Molina, and her husband, Hector (33.3%), Mark A. Battaglia Chavez (33.3%) and Thomas A. Moore Grimaldo (33.3%). Hector Molina is program producer at KPBS-FM San Diego, Calif. Others have no other broadcast interests. Filed July 27.

■ San Diego—San Ysidro Communications seeks 98.1 mhz; 28.2 kw; HAAT: 637 ft. Address: 514 San Ysidro Blvd., San Ysidro, Calif. 92073. Principal is principally owned by Pura Marquez, general partner and five limited partners. They have no other broadcast interests. Filed July 27.

■ San Diego—Esmerelda Broadcasting Inc. seeks 98.1 mhz; 29 kw; HAAT: 622 ft. Address: 1570 Vista Rd. #286, San Diego, Calif. 92154. Principal is equally owned by J. Sergio Pedroza and Linda Starling. Pedroza is associate producer on KPBS-FM San Diego. Starling's husband, Michael, is chief engineer at KPBS-FM. Filed July 27.

■ San Diego—Simpson Communications seeks to operate facilities of KIFM(FM). Address: 124 State St., San Diego, Calif. 92101. Principal is owned by Clementine Simpson (20%), Joan D. Kleindinst (40%), Frederick D. Meiser Jr. (20%) and Richard R. Leverrier (20%). Leverrier is account executive at WGMS-AM-FM Rockville, Md. He also has app.'s for three new FM's. Others have no other broadcast interests. Filed July 27.

■ San Diego—KLOK Radio seeks to operate facilities of KIFM(FM). Address: One Radio Park Dr., San-Jose, Calif. 95121. Principal is owned by William Weaver (15%), and trusts under will of M. Phillips Davis (85%). They also have interest in KLOK-AM-FM San Francisco; KARM(AM)-KFIG-FM Fresno, Calif., and KWIZ-AM-FM Santa Ana, Calif. Filed July 27.

■ San Diego—San Diego ComTrends Inc. seeks 98.1 mhz; 28.2 kw; HAAT: 640 ft. Address: 1200 Third Ave., San Diego, Calif. 92101. Principal is owned by Roger Cazares (24%), Richard R. Castillo (15%), Tomas V. Carlos (10%), Rosalia A. Salinas (41%) and Maria L. Martinez (10%). They have no other broadcast interests. Filed July 27.

■ San Diego—Bruce E. Walton seeks 98.1 mhz; 28.2 kw; HAAT: 640 ft. Address: 1010 Myrtle Way, San Diego. Calif. 92103. Principal is general manager of San Diego Radio Co., supplier of programming to XHS(AM) Tijuana, Mexico. Filed July 27.

■ San Diego—Axis Broadcasting Co. seeks 98.1 mhz; 29 kw; HAAT: 620 ft. Address: 1627 Ramona Ave., Grover City, Calif. 93433. Principal is owned by Cheryl Ann Hangartner (40%) and Richard E. Mason (60%). They also own KKUS-FM San Luis Obispo, Calif. Filed July 27.

■ San Diego—Seacoast Broadcasting Co. seeks 98.1 mhz; 28 kw; HAAT: 637 ft. Address: 1010 Prospect, La Jolla, Calif. 92037. Principal is owned by Jeannie P. Rivkin (50%) and her husband, Arthur (5%), and Phillip del Campo (45%). They have no other broadcast interests. Filed July 27.

■ San Diego—Tri-Com Productions Inc. seeks 98.1 mhz; 28 kw; 623 ft. Address: 8247 Roxbury Rd., Los Angeles, Calif. 90069. Principal is owned by Marilyn F. Solomon. She is director of corporate relations at KCOP(TV) Los Angeles. Filed July 27.

■ San Diego—Doris S.M. Yee seeks 98.1 mhz; 28.2 kw; 640 ft. Address: 1565 East 775 S. #32, Ogden, Utah 84404. Principal has no other broadcast interests. Filed July 27.

■ San Diego—M. Earlene Stebbins seeks to operate facilities of KIFM(FM). Address: 402 Green Hills Dr., Millbrae, Calif. 94030. Principal is former owner of WAUK(AM)-WMIL(FM) Waukesha, Wis. Filed July 27.

■ San Diego—CAL Sound Inc. seeks 98.1 mhz; 28.2 kw; HAAT: 640 ft. Address: 8963 Caminito Fresco, La Jolla, Calif. 92037. Principal is equally owned by Alice G. Marquis, Celia Ballesteros, Lucy Goldman and Gloria P. Samson. They have no other broadcast interests. Filed July 27.

■ San Diego—Amigos de San Diego seeks 98.1 mhz; 29.8 kw; HAAT: 643 ft. Address: Media Bldg, 943 Howard St., San Fransisco, Calif. 94103. Principal is owned by Jan Horning (50%), and her husband, Richard P. Kale (40%) and David J. Miramontes (10%). Kale is owner of Richard P. Kale Media Management Consultants, Washington-based consulting firm. They have no other broadcast interests. Filed July 27.

■ San Diego—HG Communications seeks 98.1 mhz; 28 kw; HAAT: 640 ft. Address: 6622 Tiffin Ave., San Diego, Calif. 92114. Principal is equally owned by Dianne Hampton and Phyllis A. Greene. They have no other broadcast interests. Filed July 27.

■ San Diego—Echeverria Broadcasting Corp. seeks 98.1 mhz; 28.2 kw; 195.1 m. Address: P.O. Box 33382 Hillcrest Station, San Diego, Calif. 92103. Principal is owned by Ben Echeverria (60%), Mary W. Hubbard (20%) and Ernesta M. Real (20%). They have no other broadcast interests. Filed July 27.

■ San Diego—Radio Onda Inc. seeks 98.1 mhz; 28 kw; HAAT: 640 ft. Address: 1640 Fifth St., Suite 203, Santa Monica, Calif. 90401. Principal is owned by Ira Wechsler (45% voting stock, 40% nonvoting stock), Joleen Singh (55% voting stock) and Lawrence Rogow and Garry Spire (60% nonvoting stock, jointly). Spire and Rogow have app.'s for 220 LPTV's, four TV's, and two FM's. They also have eight CP's granted for LPTV's. Filed July 27.

■ San Diego—Kaliedescope Communications Committee seeks 98.1 mhz; 28.2 kw; HAAT: 640 ft. Address: 1212 S. 43rd St., Suite B, San Diego, Calif. 92113. Principal is equally owned by Evelyn Jackson, Rebecca McLemore and Arminta Reed. They have no other broadcast interests. Filed July 27.

■ San Diego—Representative Media Inc. seeks 98.1 mhz; 28 kw; HAAT: 640 ft. Address: 444 Olive St., San Diego, Calif. 92101. Principal is owned by Marta Concha (37.5%), Sylvia Leon (27.5 %), Josie Lopez Carlson (20%) and Elida Chavez (15%). Concha is producer at KPBS-FM San Diego, Leon is adminstrative assistant and app. for LPTV in San Diego. Others have no other broadcast interests. Filed July 27.

■ San Diego—C & E Partners seeks to operate facilities of KIFM(FM). Address: 840 Sierra Madre Blvd, San Marino, Calif. 91108. Principal is owned by Catherine Flynn (90%) and her father, Edward (10%). They have no other broadcast interests. Filed July 27.

■ San Diego—National University seeks to operate facilities of KIFM(FM). Address: 4141 Camino del Rio S., San Diego, Calif. 92108. Principal is educational institution headed by, Dr. David Chigos, president. It has no other broadcast interests. Filed July 27.

■ San Diego—Jubilee Broadcasting seeks to operate facilities of KIFM(FM). Address: 1306 Hymettus Ave., Leucadia, Calif. 92024. Principal is equally owned by William P. Austell, Stephen Little, Vincent Master, Daniel Forrestall and Elaine P. Ford. They have no other broadcast interests. Filed July 27.

■ San Diego—San Diego State University Foundation seeks to operate facilities of KIFM(FM). Address: 5178 College Ave., San Diego, Calif. 92182. Principal is nonprofit coporation headed by Dr. Thomas B. Day, president. The university, of which Day is also president, owns KPBS-FM-TV San Diego. Filed July 27.

■ San Diego—Ethel M. Mike seeks to operate facilities of KIFM(FM). Address: 4020 S. Brighton Ave., Los Angeles, Calif. 90062. Principal is consultant to California State University Long Beach Foundation, owner of noncommercial KLON-FM Long Beach, Calif. All profits from station will be given to university. She also has small interest in app. for new FM in Corning, Calif. Filed July 27.

Summary of broadcasting
as of June 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,749	170	4,919
Commercial FM	3,610	418	4,028
Educational FM	1,153	173	1,326
Total Radio	9,512	761	10,273
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	357	252	609
Educational VHF TV	112	2	114
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	196	74	270
UHF LPTV	87	136	223
Total LPTV	283	210	493
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ York Center, Me.—Lois Goldstein seeks 95.3 mhz; 3 kw; HAAT: 316 ft. Address: 11 Greenwood Rd., Quincy, Mass. 02169. Principal, with her husband, Earl, owns WBBX(AM) Portsmouth, N.H. Filed July 26.

TV's

■ Mobile, Ala.—South Alabama Telecasters seeks ch. 61; ERP vis. 700 kw, aur. 70 kw; HAAT: 438 ft.; ant. height above ground: 416 ft. Address: Liberty Square, Sparta, Tenn. 38583. Principal is owned by C. Bell Lamberth who has no other broadcast interests. Filed July 23.

■ Santa Barbara, Calif.—Coast TV seeks ch. 38; ERP vis. 2,690 kw, aur. 742.3 kw; HAAT: 2,878 ft.; ant. height above ground: 70 ft. Principal is owned by Martha Correa (12%), Patricia E. Montemeyer (12%), Ruth J. Smith (12%) and 10 limited partners owning less than 7%. It has no other broadcast interests. Filed July 20.

■ Santa Barbara—Mission Broadcast seeks ch. 38; ERP vis. 2,630 kw, aur. 263 kw; HAAT: 2,915 ft.; ant. height above ground: 122 ft. Address: 6689 El Collegio #51, Goleta, Calif. 93017. Principal is owned by Eugene E. Huguez, Suzanne Manriquez and Kenneth E. Hinton (33.3% each). They have no other broadcast interests. Filed July 23.

■ Santa Barbara—Mission Broadcasting Corp. seeks ch. 38; ERP vis. 2,510 kw, aur. 251 kw; HAAT: 3,000 ft.; ant. height above ground: 155 ft. Address: 440 Hitchcock Way, Santa Barbara, Calif. 93105. Principal is owned by Floyd Little, Thomas O. Rickard and 15 others who have no other broadcast interests. Filed July 23.

■ Santa Barbara—Santa Barbara 38 Broadcast Group seeks ch. 38; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,252 ft.; ant. height above ground: 175 ft. Address: 406 Third Ave. North, Columbus, Miss. 39703. Principal is owned by William O. Colom (44%), William Dilday (51%) and two others. Colom and Dilday also have applications for five new TV's. Colom also has CP for new FM in Artesia, Miss., and app. for new FM in Oxford, Miss. Filed July 23.

■ Albany, Ga.—Harold Y. Edwards seeks ch. 52; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 920 ft.; ant. height above ground: 814 ft. Address: 204 N. Edwards, Enterprise, Ala. 36330. Principal has no other broadcast interests. Filed July 23.

■ Pittsburg, Kan.—John H. Leland seeks ch. 14; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 204.38 ft.; Ant height above ground: 261 ft. Address: 1677 Margate Dr., Lexington, Ky. 40505. Principal has no other broadcast interests. Filed July 20.

■ Cumberland, Md.—Rita L. Young seeks ch. 65; ERP vis. 1,009 kw, aur. 101 kw; HAAT: 2,248 ft.; ant. height above ground: 1,200 ft. Address: P.O. Box 2525, Crossville, Tenn. 38555. Principal has no other broadcast interests. Filed July 23.

■ Minneapolis—Vision Broadcasting Corp. seeks ch. 45; ERP vis. 3,259 kw, aur. 325.9 kw; HAAT: 1,081 ft.; ant. height above ground: 1,104 ft. Address: 732 E. Arlington St., St. Paul, Minn. 55106. Principal has no other broadcast interests. Filed July 25.

■ McMinnville, Tenn.—Underwood Enterprises Inc. seeks ch. 33; ERP vis. 1,400 kw, aur. 140 kw; HAAT: 109 ft.; ant. height above ground: 175 ft. Address: Rt. 10, Box 40, Sparta, Tenn. 38583. Principal is owned by Marshall H. Underwood, and his wife, Mari-Ellen. They have no other broadcast interests. Filed July 23.

Actions

AM's

■ Spring Arbor, Mich.—Granted app. of Spring Arbor College for 1[illegible]0 khz; .25 kw-D. Address: Spring Arbor 49238. Principal is educational institution headed by Hugh A. White, chairman. It also owns noncommercial WSAE(FM) Spring Arbor. Action July 3.

■ Bellevue, Neb.—Granted app. of Mitchell Broadcasting for 1180 khz; 5 kw-D; 1 kw-N. Address: 10407 Devonshire Circle, Omaha, Neb. 68114. Principal is owned by John C. Mitchell. Action May 21.

■ Nephi, Utah—Granted app. of Timothy H. Bowers-Irons for 130 khz; 5 kw. Address: 35 S. Main St., Nephi, Utah 84648. Principal has no other broadcast interests. Action July 3.

FM's

■ Juneau, Alaska—Granted app. of KINY Associates for 103.1 mhz; 3 kw; HAAT minus 988 ft. Address: 1107 8th St., Juneau, Alaska 99804. Principal is owned by Charles Gray (45%), Edward W. Christiansen (25%), Earl F. Reilly (15%) and Kenneth L. Wiley (15%). It also owns co-located KINY(AM), where Wiley is station manager. Gray and

C1751-1

The Fifth Estate

Broadcasting ⚡ Aug 13

IN THE EYE OF THE STORM. KPRC-TV.

When the devastating forces of Hurricane Alicia took a turn for Houston, KPRC-TV was ready. With complete weather radar and microwave mobile tracking units that provided continuous storm coverage. The only Houston television station that never once lost its signal.

In fact, when CBS and NBC required feeds of the storm, both networks turned to KPRC-TV.

No wonder when there's a hurricane as deadly as this one, Houston depends on KPRC-TV. The station that's got an eye for weather.

KPRC-TV HOUSTON

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53d Year 1984

Hard times for Rule of 12's ◆ At Large with Dan Ritchie

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Vol. 107 No. 7

Broadcasting Aug 13

FCC stays TV portion of Rule of 12's order
Radio industry, BMI reach music licensing accord
Encore for broadcast deregulation

QUICK CHANGE □ FCC stays television portion of multiple-ownership order. Congressional conference passes television moratorium anyway. Groups will be able to buy up to radio station limit on Sept. 8. **PAGE 35.**

BIG TWO □ FCC's Fowler and MPAA's Valenti give their perspectives on the commission's philosophy behind Rule of 12's. **PAGES 36-37.**

DEREG BILL RETURNS □ Broadcast deregulation bill re-emerges in House Telecommunications Subcommittee. **PAGE 41.**

ALL BUT GONE □ Cable bill looks to be on last legs, as cities refuse to renegotiate and want to push for bill's passage. NCTA has withdrawn its support. **PAGE 42.**

DIFFERENT DRUMMER □ Dan Ritchie, head of Westinghouse Broadcasting & Cable, has often found himself in opposition to his colleagues in the broadcasting industry. In this "At Large" interview with BROADCASTING editors, he discusses the philosophy under which Group W operates. **PAGE 44.**

PROGRAMING RECOVERY □ ABC is charged with pro-American excesses in summer Olympics coverage; makes changes that satisfy complaints. **PAGE 52.**

CHANGING VALUES □ Proliferation of leveraged buyouts and companies going private have made it difficult to establish true value of some Fifth Estate stocks. **PAGE 58.**

SOUNDING GOOD □ WTTW(TV) Chicago becomes first television station in country to begin regular transmissions of stereo. **PAGE 60.**

GEARING UP AGAIN □ Nation's broadcasters and news services readying for round two of political convention coverage: the Republicans in Dallas next week. **PAGE 62.**

HOUSTON SHOWDOWN □ Full panel of appeals court rules that division of city by mayor for cable franchises was illegal; Gulf Coast ordered to pay $6.3 million. **PAGE 66.**

CHILDREN'S BILL □ New Jersey Senator Frank Lautenberg introduces bill calling for television station's to air one hour per day of children's programing, Monday through Friday. **PAGE 67.**

MEETING HALF WAY □ Government to enlist industry expertise in formulating plans for 1985 Space WARC. **PAGE 67.**

OPENING IN NEW YORK □ Cable Television Administration and Marketing Society hopes for over 1,000 to attend annual conference. Theme of convention is critical success factors. **PAGE 70.**

PUBLIC CAMPAIGN □ Vitt Media releases findings on survey of politicians' attitudes toward political ads. **PAGE 70.**

COMING TO AGREEMENT □ Daytime Broadcasters Association and Association of Broadcast Engineering Standards resolve differences on FCC daytimers policy. Agreement paves way for merger between NAB and DBA. **PAGE 73.**

FIELD GENERAL □ Robert Ross of Turner Broadcasting has helped lead that company's fight for parity with broadcast networks. **PAGE 95.**

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flects a growing national fixation on the uncompromising first-or-nothing credo of the late [football coach] Vince Lombardi and of Bobby Knight, coach of the U.S. men's basketball team...Doing your best is not enough. Gold is the only sure ticket to the tube." Rosenberg saw some change in ABC's coverage after the network's meeting with IOC officials, but contended in an Aug. 6 column that its "America-first tone...continued to cloud some of ABC's telecast."

But ABC Olympic Coordinating Producer Jeff Ruhe defended the network's emphasis in an interview, insisting "the story is the outstanding performance by the U.S. team. We are journalists. And the fact is...the U.S. athletes are involved in the big stories." He said coverage of foreign athletes was provided "where it's been warranted."

Richard Perelman, a vice president of the LAOOC and media services coordinator, said some complaints from foreign journalists may simply have been a reaction to U.S. dominance in the competition, which has left overseas writers and broadcasters less to report on for their home audiences.

ABC's coverage has also drawn a few complaints for other reasons. Several participants in the women's marathon, covered live by the network on Aug. 5, claimed a helicopter used by ABC for overhead shots hovered too low on several occasions, blowing dust and litter into faces of the runners. Swiss marathon runner Gabriela Andersen-Schiess, who finished that race despite an agonizing case of heat exhaustion, asked for and received a guarantee from ABC that the tape of her dramatic finish would not be shown during a studio interview the day after the event.

Rebate Still A Question

According to Osenton, network and LAOOC representatives still plan to meet at an unspecified time to discuss the question of a rights fee rebate to the network. Although there appears to have been no negative ratings impact resulting from the Soviet boycott of the competition, Osenton told BROADCASTING "the two parties will get together again after the games" to clarify their positions and as of late last week the possibility of a rebate had not been ruled out. Roone Arledge has said any rebate would be passed on to ABC's Olympic advertisers. The LAOOC is reluctant to extend a rebate to ABC because it expects only a small surplus—if any—after all Olympics-related accounts have been settled. Ueberroth told reporters in an Aug. 6 news conference he expects ABC to pay the full $225 million agreed upon in 1979 (the final $15 million payment is due Sept. 1), adding that the LAOOC will not ask for an increase even though several events were added since the original agreement was signed and ratings have been high.

A committee spokesman said last week a surplus of $10 million to $15 million is now expected, with the final amount dependent on ticket sales, sponsorships, and other income. Under terms of the LAOOC's agreements with government and athletic entities, 40% of the surplus is to be distributed to southern California youth sports programs, 40% to the U.S. Olympic Committee and 20% to international sports federations. ☐

Olympics and ABC demolish the competition

The Olympics delivered ABC a prime time victory every night for the week ended Aug. 5, as the network's share of the television sets in use was more than double that of the other two networks combined. The Olympics also caused more households to turn on their television sets: HUT levels averaged 57.3 for the week, up 11% compared to the comparable week a year ago, according to ABC.

ABC's seven days of prime time Olympics coverage, from Sunday, July 28, through Saturday, Aug.4, were the top seven-ranked programs of the week.

For the week, ABC averaged a 25.2/45, compared to a 9.3/16.5 for NBC and an 8.4/14.8 for CBS.

By night, NBC took second place on Tuesday, Wednesday, Friday and Saturday, and CBS on Monday, Thursday and Sunday.

The Olympics also boosted ABC's early evening news ratings. ABC's *World News Tonight* averaged an 11.1/25, despite broadcasting out of its regular time period in many markets, compared to a 9.6/20 for the *CBS Evening News* and an 8.4/18 for the *Nightly News* on NBC.

Highlights of the week, night by night:

- ABC averaged a 24.6/42.2 for Monday night, while CBS with its regular schedule averaged an 11.6/19.3 compared to NBC's 8.1/13.7. CBS was able to maintain an 18 share or better for the night, while NBC never climbed above a 15 share.
- Tuesday saw ABC average a 26.1/44.5 compared to NBC's 13.5/23 and CBS's 6.4/10.8. A two-hour *A Team* special on NBC averaged 13.8/24 between 8 and 10 p.m., which was the best prime time average of another program against the Olympics for the week. CBS could not pull above an 11 share for the evening.
- ABC finished Wednesday evening with an average 24.8/43.4, compared to a 9.7/16.8 for NBC and a 7.4/12.4 for CBS. NBC was able to come in second based on its heavy comedy line up, which averaged an 18 share before falling to a 14 share for *St. Elsewhere* between 10 and 11 p.m..
- The Olympics on Thursday delivered ABC an average 26.6/46.5 during prime time, while CBS pulled up to second with an average 9.7/17 and NBC followed with an average of 9.1/15.9. It was a tight race between CBS and NBC all night, but CBS was able to pull a few rating points ahead due principally to *Simon & Simon* in the 9 to 10 slot.
- ABC's Friday average was 25.3/46.3, compared to an 8.3/15.2 for NBC and an 8.1/14.6 for CBS.
- ABC ran away with Saturday night with a 23.5/44.9, and pushed CBS to one of its lowest averages for any night of the year: 5.4/10.4. For the second time of the week, CBS lost out to NBC's heavy comedy line up which delivered that network an average 17 share between 8 and 10.
- ABC scored its highest rating for the Olympics on Sunday night, averaging a 25.6/46.7, compared to a 9.7/17.6 for CBS and an 8.6/15 for NBC. CBS's second place finish was boosted by *60 Minutes* and *Trapper John, M.D.*, which sandwiched the network's evening schedule.

Rank	Show	Network	Rating/Share
1.	Olympics (Wednesday)	ABC	27.0/48
2.	Olympics (Tuesday)	ABC	26.5/47
3.	Olympics (Thursday)	ABC	25.5/46
4.	Olympics (Sunday)	ABC	25.2/47
5.	Olympics (Friday)	ABC	25.2/47
6.	Olympics (Monday)	ABC	23.7/42
7.	Olympics (Saturday)	ABC	23.3/45
8.	A Team	NBC	13.8/24
9.	Cagney & Lacey	CBS	13.0/22
10.	Remington Steele	NBC	13.0/21
11.	Simon & Simon	CBS	11.7/20
12.	Newhart	CBS	11.5/18
13.	Wait Till Mother Gets Home	NBC	11.4/19
14.	One Day At A Time	CBS	11.2/18
15.	60 Minutes	CBS	11.1/23
16.	Facts of Life	NBC	11.0/18
17.	Trapper John, M.D.	CBS	10.7/18
18.	Jennifer Slept Here	NBC	10.6/19
19.	Family Ties	NBC	10.5/19
20.	Scarecrow & Mrs. King	CBS	10.4/18
21.	Alice	CBS	10.3/17
22.	Gimme A Break	NBC	10.1/19
23.	Double Trouble	NBC	10.1/19
24.	At Your Service	NBC	9.9/17
25.	Mama's Family	NBC	9.3/17
26.	Jeffersons	CBS	9.2/15
27.	Magnum, P.I.	CBS	9.1/17
28.	The Private Eyes	NBC	9.1/16
29.	Bosom Buddies	NBC	9.0/17
30.	Candid Camera Special	NBC	9.0/15
31.	Cheers	NBC	8.9/15
32.	Silver Spoons	NBC	8.8/17
33.	Knight Rider	NBC	8.7/16
34.	Hill Street Blues	NBC	8.7/15
35.	Dallas	CBS	8.4/15
36.	Knots Landing	CBS	8.4/14
37.	Diff'rent Strokes	NBC	8.3/17
38.	Dukes of Hazzard	CBS	8.3/16
39.	St. Elsewhere	NBC	8.3/14
40.	Leave 'em Laughing	CBS	8.0/13
41.	One Day At A Time	CBS	7.8/15
42.	Falcon Crest	CBS	7.6/13
43.	Night Court	NBC	7.6/13
44.	Dick Clark Special	NBC	7.6/13
45.	Boone	NBC	7.4/14
46.	Goodnight, Beantown	CBS	7.0/13
47.	Master	NBC	6.6/13
48.	Small Circle of Friends	CBS	6.6/11
49.	Crossroads	CBS	6.2/11
50.	A Little Romance	CBS	5.9/11
51.	Domestic Life	CBS	5.9/10
52.	AfterMASH	CBS	5.8/11
53.	Watership Down, Part I	CBS	4.5/9
54.	Summer Sunday USA	NBC	2.7/5

*indicates premiere episode

Business

Putting a price on Fifth Estate firms is elusive business

Leveraged buyouts and companies going private contribute to difficulties in affixing value

If the price of broadcasting stocks has in recent years seemed too high to some, to others it has sometimes seemed not high enough. This ambiguity about the value of broadcasting companies is sometimes based on different measurements. A stockholder would most likely assess the company's earnings prospects as a continuing business. Someone else would assess those prospects differently and might give extra weight to the sale or "break-up" value of the company's stations and other assets. The range between the stock value and what management or outside parties think the companies are worth has contributed to a half-dozen group owner defections from the public market.

The value of publicly traded broadcasting companies going private in the past 16 months through outside acquisitions and leveraged buyouts has been disproportionate to the industry's standing in the economy. As an example, W.T. Grimm, a Chicago-based merger and acquisition broker, said the value of "going private" deals, primarily the leveraged buyout type, increased from $2.8 billion in 1982 to $7.1 billion in 1983. Of that 1983 total, one-third represented the leveraged buyouts of Wometco Enterprises and Metromedia Inc. For the first quarter, Grimm reported an increase in such transactions from $664 million to $3.5 billion, the largest component of which was the announced leveraged buyout of Harte-Hanks Communications Inc.

Paul Kagan, Carmel, Calif.-based investor and consultant, says the going-private phenomenon is not new. It began, he said, after a six-year bull stock market turned bearish in 1974: "Broadcast stocks crashed to very low multiples. They went from a price-earnings ratio high of 20 to under 10. The same thing happened to newspaper stocks and probably most other asset-based stocks." Kagan said that since 1976 there has been "a steady beat of two to three public broadcasting companies disappearing each year," in turn replaced by others.

While perhaps not new, the "steady beat" of such transactions crescendoed in the past six months to a chorus of resounding deals: Outlet Co., Post Corp., Wometco Enterprises, Metromedia, Harte-Hanks and Cowles. And this at a time when, as Kagan pointed out, the price-earnings ratio of broadcasting companies had returned near its pre-1968 range, going from eight to 11 in 1980, 10 to 15 in 1981, 10 to 17 in 1982, 16 to 21 in 1983 and 16 to 22 so far this year.

There are several reasons given for the going-private phenomenon. Dennis H. Leibowitz, a securities analyst for the New York-based securities firm, Donaldson, Lufkin & Jenrette, said: "The fact that there have been so many buyouts in this industry as opposed to other ones probably reflects that it is an industry with high cash flow and minimal reinvestment requirements so it is fairly easy to meet banking requirements and get leveraged [high debt, low equity] financing." He noted that one force keeping stock market values below what others think the broadcast properties may be worth is that "the stock market is competing with the bond market, and multiples in general reflect returns to investors that they can get fairly securely, say from government bonds. This competition with the bond market affects the broadcast stocks as well and puts their value out of kilter to what someone would pay just for a station."

Larry Franklin, executive vice president of Harte-Hanks Communications Inc., and one of the principals in the group proposing the leveraged buyout (BROADCASTING, April 2) said the "financial climate" probably had an effect: "There were funds available at interest rates that made sense.... On the availability side I think that some of the market conditions facing the banks made it attractive to lend money to the communications industry, particularly the fall-off in foreign loans. Loans to the energy-related industries had been down as well."

In the case of Harte-Hanks and Metromedia there was a strong difference of opinion about the companies' value between management and the investment community. While there was never a significant question about the value of broadcast properties, given the mature nature of the industry and an active selling market, both companies were starting divisions whose value was in question: cellular radio for Metromedia and direct marketing for Harte-Hanks. Franklin said: "There are a lot of variables that come together to form the public market price that are difficult for us to understand. We always have felt that our equity has been undervalued and I'm sure that every company you talk with will give that same impression.... Had we announced the cable transactions that we announced since our leveraged buyout (94,000 subscribers for approximately $100 million) it too probably would have affected our stock price negatively."

Kagan said that in several cases, it was a unique situation affecting ownership and management that led to the transaction. With Wometco it was the ill health and subsequent death in January 1983 of the company's founder and former chairman, Mitchell Wolfson. With Cowles Broadcasting, personal affairs of the controling Cowles family shareholders, reportedly sparked the decision to sell.

Kagan added, "In the case of Post Corp., it was also an older management. The stock of a key inside person was put into trusts of his children; that was a hint that something might happen. It took a couple of years and during that time the stock went up." Kagan said that based on this "informed speculation," the stock of a possible seller usually rises before the company goes private, affecting the premium that stockholders ultimately receive.

Management desire to sell has been important and, unlike other industries, there have been no unfriendly tender offers for major group owners. Lorian Marlantes, vice president of corporate development for The Rockefeller Group, which purchased Outlet Communications for $332.1 million (BROADCASTING, May 9, 1983), said: "It's always been very difficult to make an unfriendly tender for a broadcaster. It's because of the regulatory process. If a group broad-

Some acquisition vital statistics

	Date announced	*Price * (millions)*	*Offer per share*	*Premium over trading price*
Outlet	May 3, 1983	$332.1	$68.00	44%
Post Corp.	Sept. 8, 1983	$145.6	$65.00	47%
Wometco	Sept. 21, 1983	$1,024.0	$46.50	25%**
Metromedia	Dec. 6, 1983	$1,599.5	$38.13	56%
Harte-Hanks	March 28, 1984	$687.0	$32.00	44%
Cowles	June 22, 1984	$182.5	$46.00	20%***

	Type of transaction	*Insider holdings*
Outlet	Outside acquisition	28%
Post Corp.	Outside acquisition	50%
Wometco	Outside leveraged buy-out	34%
Metromedia	Leveraged buy-out	28%
Harte-Hanks	Leveraged buy-out	45%
Cowles	Outside acquisition	15%

* Estimates using purchase price of stock and assumption of debt.
** Over price of Aug.17, 1983, when company announced it was holding merger talks. Speculation had begun before then. Premium on price of Sept. 20 was 9%.
*** Reports had previously been published that buyer was being sought.

caster doesn't want to get taken over, he has a lot of roadblocks he can throw in the path of a potential buyer." Disagreeing slightly was Stephen Sharp, the former FCC commissioner who now heads the communications office of the New York-based law firm, Skadden, Arps, Slate, Meagher & Flom, well known for fighting takeover attempts of clients including Warner and Disney. Sharp said that unfriendly takeover attempts of broadcasters pose an unusual situation, including the difference between the time the Securities and Exchange Commission allows for consumation of tender offers and the longer time required by the FCC to approve station transfers, but he added, "It's not an insurmountable problem."

If the public/private value split has been so great, why haven't there been more than one offer for a company, as in other industries, such as the oil business? Kagan responded, "The oil industry has always been a bunch of wildcatters, independents, very competitive with one another.... The broadcasting industry has always been a fraternity. It has always been an oligopolistic industry where each person has a certain amount of territory. It is government regulated; totally opposite in terms of makeup." Fred Seegal, managing director of the communications group at Shearson Lehman/American Express, said that transactions in the communications group have not been cheap. "That's why we deliver fairness opinions. The last thing you want to do is underprice the company and have somebody come in and make a counteroffer.... There have been overbids in every other area but broadcasting and communications, in part because the deals have been so fully...and fairly priced."

Will the going-private trend continue? According to Leibowitz, several other trends make it more unlikely. "I would say that, in general, the improved stock prices [and their stability in what was, until recently, a down market] have killed the chances of some of those companies doing anything. I think the likelihood of Taft doing something with the stock at 70 is quite small now; whereas in the 50's it was reasonably likely. Also interest rates have gone up, [two-and-a-half points over a year ago] despite the recent decline," he said.

There have been no public companies among the purchasers, Seegal noted, adding that they were constrained by the effect such acquisitions would have on their own earnings.

"It's the same question they have to face with with the purchase of a single station, but with the economics multiplied," said Seegal. "My own view of what is likely to happen, though it will take some time to evolve, is that you will see true mergers. Obviously the issue there is not so much economics, but deciding who is going run the show."

Despite the changing economic climate most of those commenting said banks were still willing, even enthusiastic, to fund purchases in the communications industry. And although none of those commenting said they were aware of any deals in the works, there is always some speculation as to who might be next. Highest on the list of possible targets, either for acquisitions or management-initiated leveraged buyouts are some of the smaller companies. Names such as Gulf Broadcasting Co., Rollins Communications Inc. and United Television Inc. come up. Larger companies mentioned include Taft, Cox Communications Inc. and Storer Communications Inc. Even the networks are sometimes the subject of such speculation.

There are numerous financial measurements used to discern what company makes the most attractive acquisition target or buyout candidate. But the deciding factor so far, observers agreed, was a desire to sell. As one observer said, "You have to look at the management—who is old, tired or threatened. I don't see too many of those companies right now." □

Bottom Line

MCA decline. For three months ended June 30, MCA Inc. reports net income of $19.9 million, or 42 cents per share, down from $37.1 million, or 78 cents per share, for same period in 1983. Revenues declined from $359.4 million to $349.2 million. MCA blamed lower earnings primarily on "very disappointing results of theatrical features produced under prior management of the motion picture group." Television earnings increased, however, spurred by previously announced syndication agreements for ***Magnum P.I., Mystery Movie*** and ***Gimme A Break***.

□

STV shutdown. Sale of WKID-TV Fort Lauderdale, Fla., to John Blair & Co. for $17.7 million (BROADCASTING Aug. 6) by San Diego-based Oak Industries is just one sign of STV industry's problems. Oak, which still offers STV programing over UHF outlets in Los Angeles and Chicago, has about 23,500 subscribers in south Florida market, decline from just over 30,000 at beginning of 1984. Combined STV subscribership among three Oak-programed stations fell from about 344,000 to 312,000 during six-month period ended June 30. In earnings report for quarter ended on same date, Oak Industries showed losses of $7.4 million on revenues of $114.5 million, compared with losses of $69.3 million on sales of $113.8 million for same period in 1983.

□

New name. S.A.L. Cable Communications Inc. has shortened name to S.A.L. Communications Inc. Chairman of Melville, N.Y.-based company, Alan G. Scheinman, said new name reflects fact that company also provides equipment for "telephone interconnect systems, local area networks and satellite downlinks and distribution systems as well as municipal and private cable television systems."

□

New numbers. Terms of proposed buyout of Video Corp. of America have been revised upward, company announced. New proposal by First Capital Holdings Corp. and group of institutional investors lead by Drexel Burnham Lambert calls for $16 per share payment, comprising $13 cash and $3 in 15%, 10-year income notes. Original proposal was for $8.50 cash and $7.50 in 13.8%, 10-year subordinated debentures.

□

Smiling nod. ABC is Wall Street favorite, according to Shearson Lehman/American Express and Merrill Lynch, both of which included it in list of 10 stocks to buy. Both noted this year's upswing in profits for owned-and-operated television stations and expressed long-term optimism about operating margins for television network. Both also see recently purchased ESPN at least breaking even by 1986. Shearson Lehman, whose "10 Uncommon Values" include Motorola, said longer-term earnings growth rate for ABC "should approximate 15%-20% a year." Merrill Lynch, which also recommended Tribune Co. for "intermediate and long-term" purchase, said five-year earnings growth for ABC should be 14% per annum.

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■ KENY (101.7 mhz) Soldotna, Alaska—Seeks CP to change TL and change HAAT to 269 ft. App. Aug. 3.

■ KOHL (89.3 mhz) Fremont, Calif.—Seeks CP to change existing class D 10 w facility to minimum Class A 100 w facility. App. Aug. 6.

■ KKGO (105.1 mhz) Los Angeles—Seeks CP to change ERP to 17.6 kw and change HAAT to 2[illegible]86.4 ft. App. Aug. 3.

■ *KSMC (89.5 mhz) Moraga, Calif.—Seeks CP to change ERP to 800 kw and change HAAT to 80 ft. App. Aug. 3.

■ WSEA (93.5 mhz) Georgetown, Del.—Seeks CP to change ERP to 2.63 kw. App. Aug. 3.

■ WYNF-FM (94.9 mhz) Tampa, Fla.—Seeks mod. of lic. to change SL to 9720 Executive Center Dr., St. Petersburg, Fla. App. Aug. 3.

■ WFOX (97.1 mhz) Gainesville, Ga.—Seeks CP to change height of aux. ant. by 34 ft., change ERP to 84 kw, and change HAAT to 1,471 ft. App. Aug. 3.

■ KOKU (100.3 mhz) Agana, Guam—Seeks CP to change ERP to 5 kw and change HAAT to 850 ft. App. Aug. 3.

■ New (103.9 mhz) Spirit Lake, Iowa—Seeks CP to change TL. App. Aug. 3.

■ WFOV (102.3 mhz) Petersburg, Ind.—Seeks MP to change HAAT to 321 ft. App. Aug. 3.

■ KLFQ (106.1 mhz) Lyons, Kan.—Seeks CP to change HAAT to 333 ft. App. Aug. 3.

■ WHMD (107.1 mhz) Hammond, La.—Seeks CP to change TL and change ERP to 3 kw. App. Aug. 3.

■ WHFB-FM (99.9 mhz) Benton Harbor, Mich.—Seeks CP to change HAAT to 478 ft. App. Aug. 3.

■ KDOG (96.7 mhz) North Mankato, Minn.—Seeks CP to change ERP to 460 kw and change HAAT to 744 ft. App. Aug. 3.

■ KYKY-FM (98.1 mhz) St. Louis—Seeks CP to change TL and change HAAT to 1,009 ft. App. Aug. 3.

■ WTHP (98.3 mhz) Thomasville, N.C.—Seeks CP to change TL. App. Aug. 3.

■ WLTW (106.7 mhz) New York—Seeks CP to change ERP to 7.76 kw. App. Aug. 3.

■ WBLZ (103.5 mhz) Hamilton, Ohio—Seeks CP to install aux. sys. App. Aug. 3.

■ *WOBC-FM (91.5 mhz) Oberlin, Ohio—Seeks mod. of lic. to install new transmission sys. App. Aug 3.

■ KJOJ (106.9 mhz) Conroe, Tex.—Seeks CP to change HAAT to 1,474 ft. App. Aug. 3.

■ WANV (99.7 mhz) Staunton, Va.—Seeks CP to change ERP to 1.3 kw and specify different DA sys. App. Aug. 3.

■ WSTX-FM (100.3 mhz) Christiansted, V.I.—Seeks CP to change ERP to 38.6 kw. App. Aug. 3.

■ WKTT (103.1 mhz) Cleveland, Wis.—Seeks CP to change SL to 4 miles from Cleveland at 8930 County F, Newton, Wis., at the crossroads of F and South Union Rd. App. Aug. 3.

■ WJLW (95.9 mhz) Depere, Wis.—Seeks CP to change HAAT to 328 ft. App. Aug. 3.

■ WRHN (107.9 mhz) Rhinelander, Wis.—Seeks CP to change freq. to 100.3 mhz. App. Aug. 3.

■ KOTB (106.3 mhz) Evanston, Wyo.—Seeks CP to change TL; change ERP to 1 kw, and change HAAT to 1,446 ft. App. Aug. 3.

TV's

Accepted

■ WETG (ch. 61) Hartford, Conn.—Seeks CP to install aux. ant.; change ERP to vis. 2,730.6 kw, aur. 546.1 kw; change HAAT to 995.3 ft.; change ant., and change TL. App. Aug. 7.

■ WTJR (ch. 16) Quincy, Ill.—Seeks MP to change HAAT to 994.45 ft. and change TL. App. Aug. 6.

■ WWTO-TV (ch. 35) La Salle, Ill.—Seeks MP to change ERP to vis. 5,000 kw, aur. 501 kw; change HAAT to 1,987 ft., and change TL. App. Aug. 6.

■ WZTZ-TV (ch. 66) Marlborough, Mass.—Seeks MP to change main SL to outside community of license and authorize remote control from main SL.

■ WTZA (ch. 63) Kingston, N.Y.—Seeks MP to operate on channel 62; change ERP to vis. 3,310 kw, aur. 331 kw; change HAAT to 1,930 ft., and change ant. App. Aug. 2.

■ WDAY (ch. 6) Fargo, N.D.—Seeks CP to install aux. transmitter and ant. App. Aug. 3.

■ *KOED-TV (ch. 11) Tulsa, Okla.—Seeks MP to change ERP to vis. 291.7 kw, aur. 29.2 kw and change HAAT to 1,713 ft.

■ WDAU-TV (ch. 22) Scranton, Pa.—Seeks CP to install aux. ant.; change ERP to vis. 1,281 kw, aur. 138 kw; change HAAT to 1,487 ft.; change ant., and change TL. App. Aug. 7.

■ *KLUJ (ch. 44) Harlingen, Tex.—Seeks MP to change ERP to vis. 9.2, aur. 1.7 kw and change HAAT to 438 ft. App. Aug. 6.

■ WCBI-TV (ch. 4) Columbus, Miss.—Seeks CP to change HAAT to 1,996 ft.; change TL; change ERP to vis. 100 kw, aur. 10 kw, and change ant. App. Aug. 6.

Grants

AM's

■ WZZX (780 khz) Lineville, Ala.—Granted app. to change freq. to 780 khz and change power to 5 kw. Action July 26.

■ KJNP (1170 khz) North Pole, Alaska—Dismissed app. to make changes in ant. sys. and change from DA to non-DA. Action July 27.

■ KTRT (1400 khz) Truckee, Calif.—Granted app. to make changes in ant. sys. and change TL. Action July 27.

■ WNLK (1350 khz) Norwalk, Conn.—Granted app. to make changes in standard pattern. Action July 27.

■ KICD (1240 khz) Spencer, Iowa—Granted app. to change location of aux radiator. Action July 26.

■ WFKB (1180 khz) Florence, Ky.—Granted app. to change TL. Action July 30.

■ WSRO (1470 khz) Marlborough, Mass.—Granted app. to increase day power to 5 kw and change TL. Action July 27.

■ KYKK (1110 khz) Humble, N.M.—Returned app. to change city of lic. Action July 31.

■ KISK (1550 khz) Reno—Granted app. to change TL. Action July 30.

■ WCXN (1170 khz) Claremont, N.C.—Granted app. to make changes in ant. sys. and change TL. Action July 26.

■ WAAV (980 khz) Leland, N.C.—Granted app. to make changes in ant. sys. and change TL. Action July 25.

■ WARV (1590 khz) Warwick, R.I.—Granted app. to change TL. Action July 30.

■ WMSO (640 khz) Collierville, Tenn.—Granted app. to operate former main transmitter as aux. Action July 26.

■ WWRC (980 khz) Washington—Granted app. to change SL to 8121 Georgia Ave., Silver Spring, Md. Action July 19.

Summary of broadcasting
as of June 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,749	170	4,919
Commercial FM	3,610	418	4,028
Educational FM	1,153	173	1,326
Total Radio	9,512	761	10,273
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	357	252	609
Educational VHF TV	112	2	114
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	196	74	270
UHF LPTV	87	136	223
Total LPTV	283	210	493
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WYCB (1340 khz) Washington—Granted app. to change TL. Action July 26.

■ WOMT (1240 khz) Manitowoc, Wis.—Dismissed app. to construct new ant. and change TL. Action July 11.

FM's

■ KCIZ (104.9 mhz) Springdale, Ariz.—Granted app. to change TL; change ERP to 0.94 kw; change HAAT to 494 ft., and make changes in ant. sys. Action July 19.

■ KCMJ-FM (92.7 mhz) Indio, Calif.—Granted app. to change ERP to 0.65 kw and change HAAT to 578 ft. Action July 25.

■ *KRZA (88.7 mhz) Alamosa, Colo.—Granted app. to change ERP to 7 kw and change HAAT to 2,393 ft. Action July 19.

■ *WWEB (89.9 mhz) Wallingford, Conn.—Dismissed app. to make changes in ant. sys.; change freq. to 98.1 mhz; change transmitter, and change ant. Action July 26.

■ WAFC (106.3 mhz) Clewiston, Fla.—Granted app. to change TL; change ERP to 0.058 kw, and change HAAT to 599 ft. Action July 19.

■ WWLV (94.5 mhz) Daytona Beach, Fla.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 472 ft., and make changes in ant. sys. Action July 19.

■ *WQCS (89.1 mhz) Fort Pierce, Fla.—Granted app. to change freq. 88.9 mhz; change tramsmitter, transmission line and ant.; change ERP to 100 kw, and change HAAT to 449 ft. Action July 23.

■ WPLC (106.3 mhz) Marathon, Fla.—Granted app. to change TL and change HAAT to 126 ft. Action July 26.

■ WAJX (98.3 mhz) Titusville, Fla.—Dismissed app. to make changes in ant. sys.; change TL; change type of transmitter; change type of ant.; change ERP to 2 kw; change HAAT to 355 ft., and change TPO. Action July 21.

■ *WRAS (88.5 mhz) Atlanta—Dismissed app. to change site of ant. and change ant. height due to change in site elevation. Action July 23.

■ WWEV (91.5 mhz) Cumming, Ga.—Granted app. to change ERP to 8.91 kw; change HAAT to 965 ft., and make changes in ant. sys. Action July 26.

■ WQTU (102.3 mhz) Rome, Ga.—Granted app. to change ERP to 0.44 kw and change HAAT to 804 ft. Action July 26.

■ WAEV (97.3 mhz) Savannah, Ga.—Granted app. to change HAAT to 991.5 ft. Action July 25.

■ KLCE (97.7 mhz) Blackfoot, Idaho—Returned app. to change TL; change ERP to 100 kw; change HAAT to 1,513 ft., and change freq. to 97.3 mhz. Action July 19.

■ WJBM-FM (104.1 mhz) Jerseyville, Ill.—Granted app. to change TL; change ERP to 45.7 kw; change HAAT to 524 ft., and make changes in ant. sys. Action July 31.

■ New (107.9 mhz) Indianapolis—Granted app. to change TL; change ERP to 21.9 kw, and change HAAT to 762 ft. Action July 25.

■ *KDIC (88.5 mhz) Grinnell, Iowa—Granted app. to change ERP to 132 kw; change ant., and change transmitter. Action July 24.

■ KSEZ (97.9 mhz) Sioux City, Iowa—Granted app. to change TL; change ERP to 100 kw; change HAAT to 1,000 ft., and make changes in ant. sys. Action July 19.

■ KSKU (102.1 mhz) Hutchinson, Kan.—Granted app. to change HAAT to 1,031 ft. and change radiation sys. Action July 25.

■ KCAY (95.9 mhz) Russell, Kan.—Granted app. to change ERP to 1.35 kw and change HAAT to 485 ft. Action July 25.

■ WMSK-FM (95.3 mhz) Morganfield, Ky.—Returned app. to change HAAT to 279.2 ft. Action July 26.

■ WRBS (95.1 mhz) Baltimore—Granted app. to change HAAT to 500 ft. Action July 26.

■ WRDO-FM (92.3 mhz) Augusta, Me.—Granted app. to change ERP to 50 kw and change HAAT to 500 ft. Action July 19.

■ *WUMB-FM (91.9 mhz) Boston—Granted app. to change ERP to 1 kw; change HAAT to 211 ft., and make changes in ant. sys. Action July 25.

■ WFMK (99.1 mhz) East Lansing, Mich.—Granted app. to change TL; change ERP to 28 kw, and change HAAT to 182.9 ft. Action July 25.

■ WCJL-FM (106.3 mhz) Menominee, Mich.—Granted app. to change TL. Action July 25.

■ KMBR (99.7 mhz) Kansas City, Mo.—Granted app. to change HAAT to 1,000 ft.; raise center of radiation 50 ft., and use upper half existing tower space. Action July 19.

■ *WJSU-FM (89.5 mhz) Jackson, Miss.—Granted app. to make changes in ant. sys.; change type of transmitter;

C1152-19

The Fifth Estate

Broadcasting ϟ Aug 20

THESE KIDS ARE A "GO" THIS FALL!

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VCR's

Vol. 107 No. 8

Broadcasting Aug 20

Special report on VCR's
Coverage from CTAM in New York
Networks gear for Republican convention

DOWN TO THE WIRE □ Broadcasters ready themselves for coverage of a Republican convention that does not promise to create a lot of news. **PAGE 31.**

COMING TO BLOWS □ NLC urges members to lobby congressmen for passage of H.R. 4103. **PAGE 33.**

LOOKING AHEAD □ Radio station brokers survey what will happen in the aural medium in the wake of the FCC's rule of 12's order. **PAGE 35.**

BIRTHDAY CANDLES □ Intelsat brings out Washington luminaries to attend its 20th anniversary celebration. **PAGE 36.**

MULTIMILLION DOLLAR ERROR □ RKO files with FCC detailing nearly $6 million in billing problems by radio network. **PAGE 38.**

THE NEXT WAVE □ Videocassette recorders are becoming a way of life for millions of Americans. Fifth Estaters give their assessment on what impact the VCR is having on the broadcast and cable industries. **PAGE 42.**

SPACE PROBLEMS □ Intelsat rebuts SIN charges that satellite organization's U.S. and Mexican signatories conspired against Spanish network. **PAGE 50.**

CALL TO ARMS □ FCC's McKinney urges broadcasters to fight for fairness doctrine appeal. **PAGE 51.**

MARKETING MANIA □ Annual Cable Television Administration and Marketing Society gathering in New York draws over 1,200. Seminar delved into keeping the customer satisfied, segmenting the market, using marketing tools and identifying critical success factors. Charles Dolan wins top award. **PAGE 53.**

CCI CAMPAIGN □ Council for Cable Information unveils television ad spots for new cable promotion campaign. **PAGE 55.**

THE MEAT GOES ON □ Wendy's to bring back Clara Peller and 'Where's the beef' campaign next week. **PAGE 56.**

GETTING TOGETHER □ Lexington Broadcast Services and Tribune joined forces to design daytime programing service. **PAGE 58.**

CROWNING GOLD □ Summer Olympics coverage sweeps ABC into first place in prime time ratings. **PAGE 58.**

OPEN MIKE □ Off the cuff remarks by President before radio address causes controversy. **PAGE 61.**

MINORITIES SEMINAR □ NAB sponsors minority business and programing seminar in Washington. Attendees urged to get to know the players in those respective businesses. **PAGE 64.**

OPENING DAY □ Community Broadcasters of America show their stuff to the New York business and advertising community. **PAGE 67.**

STARRING ROLE □ Warner Bros. Television programing chief, Alan Shayne, has played major role in resurgence of that studio. **PAGE 87.**

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Daytime programing service in the works

LBS and Tribune's Inday is designed to help indies compete with networks

LBS Communications and Tribune Broadcasting, determined to become a force in daytime programing, have joined forces to supply independent television stations with 52 weeks of first-run programing by producing a daily two-hour block designed to compete against the soap operas on the major networks. Called Inday, the new service is scheduled to premiere in the fall of 1985 with first-year production costs expected to exceed $25 million.

LBS first indicated it was working on a plan to distribute a two-hour block of daytime programing to an ad-hoc network of mostly independent stations last month (BROADCASTING, July 16). According to LBS Chairman Henry Siegel at the time, the two-hour block would consist of half-hour segments of a news magazine, possibly a game show and other reality-based comedy, but all designed as counterprograming against the networks. James Dowdle, president of Tribune Broadcasting, did not rule out that one of the Inday half-hours might tie in or draw upon the resources of the Independent Network News, the syndicated independent news service produced at Tribune's WPIX(TV) New York, which has an early afternoon feed picked up by about 65 stations.

According to Dowdle, the service would be fed to stations between 11 a.m. and 2 p.m. NYT on a Monday-through-Friday basis. Tribune, he said, "might be involved in the production" of the programs, but has made no commitments yet. But Tribune will be an equity partner in the project, sharing in the national advertising revenues that are expected to be generated from the ad hoc network. Tribune will also carry the service on its five owned television stations. Dowdle said that the network would need between 60% and 70% coverage before it could achieve a firm go. Stations will get half of the available advertising time to sell themselves. The other half would go to national advertisers which Tribune is responsible for securing. And like network affiliates, independent stations will also be compensated for carrying Inday.

The parties declined to go beyond generalities when discussing the kind of programing that would be developed, with Dowdle preferring instead to explain that it was "still

Olympics give ABC 7 of top 10

ABC dominated the prime time ratings for the second consecutive week as ABC's broadcast of Sunday's (Aug. 12) closing ceremonies of the Olympics yielded an average 28.9 rating and 53 share in Nielsen's National Television Index, making it the highest rated event of the 16-day-long games. ABC estimated that 97 million people watched the final live broadcast.

For the week ended Aug. 12, ABC averaged a 24.9/44.9 in prime time, while NBC placed second with an average 9.6/16.9 and CBS third with an 8.9/15.8.

ABC estimated that for the 16 days and 180 hours of the Olympics at least 180 million people watched "some" of the coverage—"some" in these instances being defined as units no smaller than five minutes. The entire 16 nights of coverage (7 p.m.-midnight) averaged a 23.5/45. The closest comparison that can be made to the 1976 Montreal summer Olympics is to take the 8-11 p.m., Monday-Sunday averages of the Los Angeles games and compare them to the 49.5 hours of prime time programing that were broadcast during the Montreal games, which often began and ended at odd hours. In this case, the Los Angeles games averaged a 25/45 in prime time compared to a 24.8/48 for the summer games eight years earlier. (Also, one rating point today is worth 838,000 households compared to 696,000 households in 1976.)

Advertising agency media buyers polled last week said they were more than satisfied with ABC's prime time ratings performance, and make-goods would not be an issue. There was less agreement, however, on whether ABC's heavy promotional campaign during the Olympics for its new fall season would give it a lead over the competition.

ABC also tried to keep the ratings momentum up by scheduling a two-hour premiere for *Call To Glory* between 8 and 10 p.m. NYT on Monday (Aug. 13). In Nielsen's national ratings, *Call to Glory* averaged a 24.8/44, building gradually from an average 21.4/41 for its first half-hour before peaking at an average 27.1/45 for its final half-hour, according to ABC. During the period, CBS averaged a 9.7/17 and NBC a 9.5/17.

Seven out of the top 10 programs for the week were ABC's prime time Olympic's coverage, followed by *A-Team* (NBC, 13/23), *Cagney & Lacey* (CBS, 12.4/21) and *Riptide* (NBC, 12.3/20). ABC also led in early evening news, even though 33 affiliates representing 7.5% coverage were blacking it out in favor of running their own programing. ABC's *World News Tonight*—out of its normal time period in 63 markets—averaged a 24.9/44.9, compared to a 9.6/16.9 for NBC's *Nightly News* and an 8.9/15.8 for the *CBS Evening News*.

Rank	Show	Network	Rating/Share
1.	Olympics (Sunday)	ABC	28.9/53
2.	Olympics (Monday)	ABC	25.9/46
3.	Olympics (Wednesday)	ABC	24.3/44
4.	Olympics (Thursday)	ABC	23.6/44
5.	Olympics (Tuesday)	ABC	23.2/41
6.	Olympics (Saturday)	ABC	22.7/46
7.	Olympics (Friday)	ABC	21.9/43
8.	A Team	NBC	13.0/23
9.	Cagney & Lacey	CBS	12.4/21
10.	Riptide	NBC	12.3/20
11.	Facts of Life	NBC	12.1/21
12.	Remington Steele	NBC	11.6/19
13.	Jennifer Slept Here	NBC	11.5/21
14.	Simon & Simon	CBS	11.4/20
15.	Double Trouble	NBC	11.1/21
16.	Bare Essence, Part 2	CBS	11.1/19
17.	T.L.C.	NBC	10.9/18
18.	60 Minutes	CBS	10.6/21
19.	Bare Essence, Part 1	CBS	10.5/17
20.	One Day At A Time (Monday)	CBS	10.5/17
21.	Family Ties	NBC	10.1/18
22.	Trapper John, M.D.	CBS	10.1/16
23.	Cheers	NBC	10.0/17
24.	Night Court	NBC	10.0/17
25.	Newhart	CBS	10.0/16
26.	For Love and Honor	NBC	9.8/18
27.	Scarecrow & Mrs. King	CBS	9.7/17
28.	Hill Street Blues	NBC	9.7/17
29.	Little Darlings	NBC	9.6/15
30.	Gimme A Break	NBC	9.3/18
31.	On the Right Track	NBC	9.3/16
32.	St. Elsewhere	NBC	9.2/16
33.	Silver Spoons	NBC	9.1/18
34.	Magnum, P.I.	CBS	9.1/17
35.	Candid Camera Special	NBC	9.1/15
36.	Diff'rent Strokes	NBC	9.0/18
37.	Bosom Buddies	NBC	9.0/17
38.	Jeffersons	CBS	9.0/15
39.	Knots Landing	CBS	8.9/16
40.	Mama's Family	NBC	8.8/17
41.	Knight Rider	NBC	8.8/15
42.	Alice	CBS	8.7/14
43.	Boone	NBC	8.3/16
44.	Dallas	CBS	7.9/14
45.	One Day At A Time (Sunday)	CBS	7.5/14
46.	Dukes of Hazzard	CBS	7.3/15
47.	Crossroads	CBS	7.3/14
48.	AfterMASH	CBS	7.3/13
49.	Master	NBC	7.1/15
50.	Goodnight, Beantown	CBS	7.1/12
51.	Falcon Crest	CBS	6.7/12
52.	Avalanche Express	CBS	6.1/12
53.	Watership Down, Part 2	CBS	4.0/8
54.	Summer Sunday USA	NBC	3.2/6

*indicates premiere episode

Thomas J. Wiens, who also owns KWDE(AM) Grand Junction, Colo., and KSTR(FM) Montrose, Colo., which were recently sold ("For the Record," Feb. 14, 1983). Buyer is owned by James W. Stuart, who also has interests in KFOR(AM)-KFRX(FM) Lincoln, KRGI-AM-FM Grand Island, both Nebraska, KSAL(AM)-KYEZ (FM) Salina, Kan.; KWTO-AM-FM Springfield, Mo., and KOEL-AM-FM Oelwein, Iowa. Filed Aug. 6.

Actions

■ WZEW(FM) Fairhope, Ala. (92.1 mhz; 3 kw; HAAT: 288 ft.)—Granted assignment of license from Shores Broadcasting Co. to All-American Media Inc. for $675,000, comprising $100,000 cash and remainder note. Seller is owned by D. Kent Anderson (31.4%), Robert L. Clarke (31.4%), Richard E. Oppenheimer (31.56%) and William G. McKay (5.5%). Anderson, Clarke and Oppenheimer also own (in slightly different percentages) four AM's, seven FM's, and one TV. McKay is former sales manager of KHFI-FM Austin, Tex. Puyer is owned by Sherry Sanders (70%) and Don Keith (30%). Sanders is app. for new FM in Russellville, Ark. Her husband, Mack Sanders, is owner of four AM's and two FM's. Keith is national operations director for Sanders' stations. Action Aug. 2.

■ WXCV-FM Homosassa Springs, Fla. (95.3 mhz; 3 kw; HAAT: 250 ft.)—Granted transfer of control from Westwind Broadcasting Inc. to WXCV Broadcasting Co. for $573,000, comprising $36,000 cash and remainder note. Sellers are Howard H. Weston, and his wife, Patricia, Thad Lowery and Mathew Johns. Buyer is owned by Steve Manuel, and his wife, Barbara, Bruce Snow, and his wife, Cynthia, and James H. Kimbrough. Manuel and Weston also own WWJB(AM) Brooksville, Fla. Kimbrough is Brooksville bank executive. Lowery and Johns have no other broadcast interests. Action Aug. 2.

■ WSCT(TV) Melbourne, Fla. (ch. 56; ERP vis. 1,194, aur. 238.8; HAAT: 1,003 ft.; ant. height above ground: 1,000 ft.)—Dismissed app. for assignment of license from Broadcast Production & Management to SFN Companies Inc. for $94,000 cash. Seller is owned by Don S. Sandquist, pres. Buyer purchased Western Broadcasting Co. (see "For the Record," July 28, 1980), owner of WAPA-TV San Juan, P.R.; WJBF(TV) Augusta, Ga.; WTVM(TV) Columbus, Ga.; KCAP(AM)-FM Helena, Mont.; KGVO(AM) Missoula, Mont., and WBC was liquidated. It also owns WFTV(TV) Orlando. SFN Companies Inc. is publicly held corporation headed by John R. Purcell, chairman. Station is unbuilt CP. Action July 30.

■ WDGS(AM) New Albany, Ind. (1290 khz; 500 w-D)—Granted assignment of license from Joselyn Broadcasting Co. to Dale's Broadcasting Corp. for $385,000, comprising $17,250 cash and remainder note. Seller is owned principally by Michael A. Benages, who also owns WMPP(AM) Chicago Heights, Ill., KXKX(AM) Galveston, Tex. and has applications for new FM's in Liberty City, Fla., and Chicago. Buyer is owned by Archie L. Dale (60%) and Eddie James (40%). Dale was salesman at WOVS(AM) New Albany. James is pastor of Second Baptist Church of Charlestown, Ind., and was also announcer at WOVS. Neither has other broadcast interests. Action July 31.

■ WLOB(AM) Portland, Me. (1310 khz; 5 kw-U)—Granted assignment of license from Portland Radio Inc. to Pilgrim Broadcasting Inc. for $203,000 cash. Seller is owned by Peter W. Kuyper, who has no other broadcast interests. Buyer is owned by Ken Carberry (Ken Carter), who also owns WROL(AM) Boston and WACE(AM) Chicopee, Mass., and LPTV's in Twenty-nine Palms, Calif., and Key West, Fla. He is also app. for new FM in Northampton, Mass., and 83 new LPTV's. Action July 31.

■ WXYZ(AM) Detroit (1240 khz; 5 kw-U)—Granted assignment of license from ABC Inc. to Fritz Broadcasting for $3 million ("Closed Circuit," April 30). Seller, one of three national radio-television network owners, owns six FM's and five AM's in addition to WXYZ. Buyer is newly formed corporation, owned by Charles Fritz (49%), vice president and general manager of WXYZ, and Jack Fritz (49%), president of John Blair & Co., publicly traded station representative and owner of four AM's, four FM's and four TV's, and William Saxton (2%), managing partner in Detroit-based law firm of Butzel, Long, Gust, Klein, & Vanzile. Action July 31.

■ WLOE(AM)-WRSQ-FM Eden, N.C. (1490 khz; 1 kw-D; 250 w-N; FM: 94.5 mhz; 27 kw; HAAT: 96 ft.)—Dismissed app. for assignment of license from Carolina-Virginia Broadcasting Co. to Joyner Radio Corp. for $1 million cash. Seller is owned by Mary Ann S. Bohi, who has no other broadcast interests. Buyer is owned by Dale Wood, who has no other broadcast interests, and by A. Thomas Joyner, David Weil and Gregg P. Skall. Action July 31.

■ KAFE-AM-FM Sante Fe, N.M. (AM: 810 khz; 5 kw-D; FM: 97.2 mhz; 28 kw; HAAT: 80 ft.)—Granted assignment of license from Enchanted Land Broadcasting Inc. to New Mexico Broadcasting Co. for $950,000. Seller is owned by Dale Wood, who has no other broadcast interests. Buyer is owned by A. Thomas Joyner, David Weil and Gregg P. Skall. Action July 31.

■ WJLY(AM) Braddock, Pa. (1550 khz, 1 kw-D)—Granted assignment of license from Benns Communications to Unity Broadcasting Corp. for $340,000, comprising $315,000 cash and $25,000 note. Seller is owned by Robert O. Copeland (25%), William E. Benns (10%), and his sons, Robert A. Benns (22%) and Michael J. Benns (43%). The Benns also own WHYW-FM Braddock, Pa.; WFLI(AM) Lookout Mountain and WJTT(FM) Red Bank, both Tennessee. Robert and Michael also have interests WMYK(FM) Elizabeth, N.J., and WZAM(AM) Norfolk, Va. Buyer is owned by Dr. J. Van Alfred Winsett, Alfred L. Pugh, Eugene Thorne and Dwayne A. Darkins (25% each). They are Pittsburgh clergymen with no other broadcast interests. Action July 31.

■ KWCS(FM) Bridgeport, Tex. (96.7 mhz; 3 kw; HAAT: 208 ft.)—Granted assignment of license from Bridgeport Broadcasting Co. to Wise County Broadcasting Inc. for $460,000, comprising $175,000 down, $213,000 note, and $72,000 noncompete agreement. Seller is owned by Bert F. Dimock and his brother, Dan, who have no other broadcast interests. Buyer is owned by John C. Ellzey (45%), his wife, Sharon (45%), and Johnny C. Moore (10%). They also own KEYE-AM-FM Perryton, Tex., where John is general manager. He will also become GM of KWCS. Action Aug. 2.

■ KGVL-AM-FM Greenville, Tex. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 93.5 mhz, 3 kw, HAAT: 300 ft.)—Granted transfer of control of M&M Broadcasting to First Greenville, Corp. for $1,200,000, comprising $652,000 cash, remainder note. Seller is owned by Edwin McMackin (40%); his son Waymon E. McMackin (40%), and John Ryman (20%). They purchased station in 1982 for $714,000. They have no other broadcast interests. Buyer is equally owned by Urban J. Endres and R.W. Andrews. Andrews has auto dealership in Rockwall, Tex. Endres is Muenster, Tex., investor. Neither has other broadcast interests. Action July 31.

■ KENE(AM) Toppenish, Wash. (1490 khz; 1 kw-D, 250 w-N)—Granted transfer of control of Radio Broadcasters Inc. from Roger Turnbeaugh and his wife, Beatrice (100% before; none after) to Michael Martonick and his brother, Steven, and Thomas Hodgins (none before; 100% after) for $650,000, comprising $50,000 cash and remainder note. Sellers have app. for new FM in Cheney, Wash. Buyer is owned by Dr. Michael Martonick (60%), Steve Martonick (20%) and Thomas Hodgins (20%). Hodgins petitioned FCC for new FM in Walla Walla, Wash. Michael Martonick is Walla Walla, Wash., physician, Steve is specialty events promoter in Walla Walla. They have no other broadcast interests. Action July 31.

Summary of broadcasting
as of June 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,749	170	4,919
Commercial FM	3,610	418	4,028
Educational FM	1,153	173	1,326
Total Radio	9,512	761	10,273
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	357	252	609
Educational VHF TV	112	2	114
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	196	74	270
UHF LPTV	87	136	223
Total LPTV	283	210	493
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

New Stations

FM's

■ Pueblo, Colo.—Family Stations Inc. seeks 90.7 mhz; 3 kw; HAAT: 225 ft. Principal is nonprofit corporation headed by Harold Camping, president, Scott L. Smith and Richard Van Dyk. It is station group of two AM's, eight FM's, 20 FM CP's, one TV, one TV CP and 104 app.'s for new stations. Smith also has interest in app.'s for four new AM's. Filed Aug. 9.

■ Idaho Falls, Idaho—Idaho Educational Broadcasting Foundation seeks 91.1 mhz; .720 kw; HAAT: 455 ft. Address: P.O. Box 384, Lewiston, Idaho 83501. Principal is nonprofit corporation headed by Richard C. Moore, minister. It also has app.'s for new FM's in Twin Falls, Pocatello and Payette, all Idaho. Filed Aug. 9.

■ Bowling Green, Ky.—Kentucky Educational Broadcasting Foundation seeks 90.5 mhz; .653 kw; HAAT: 337 ft. Address: P.O. Box 386, Campbellsville, Ky. 42718. Principal is nonprofit corporation headed by B.C. Gillispie, minister. It also has app.'s for new FM's in Paducah and Campbellsville, both Kentucky (see below). Filed Aug. 9.

■ Paducah, Ky.—Kentucky Educational Broadcasting Foundation seeks 90.5 mhz; .653 kw; HAAT: 337 ft. Address: P.O. Box 386, Campbellsville, Ky. 42718. Principal is nonprofit corporation headed by B.C. Gillispie, minister. It also has app.'s for new FM's in Bowling Green and Campbellsville, both Kentucky (see above). Filed Aug. 9.

■ Bozeman, Mont.—Montana Educational Broadcasting Foundation seeks 91.1 mhz; .69 kw; HAAT: 584 ft. Address: 5326 East Side Highway, Florence, Mont. 59833. Principal is nonprofit corporation headed by Will Zeiler, building contractor. It also has app.'s for new FM's in Missoula and Great Falls, both Montana. Filed Aug. 9.

■ Coos Bay, Ore.—Patricia Ann Silvey Educational Broadcasting Foundation seeks 89.3 mhz; .694 kw; HAAT: 438 ft. Address: 3732 Zion Pl., Santa Maria, Calif. 93455. Principal is nonprofit corporation headed by James O. Holder, pastor. It also has app.'s for new FM's in Astoria, Newport, Grants Pass and Eugene, all Oregon. (see below). Filed Aug. 9.

■ Grants Pass, Ore.—Patricia Ann Silvey Educational Broadcasting Foundation seeks 91.3 mhz; .694 kw; HAAT: 958 ft. Address: 3732 Zion Pl., Santa Maria, Calif. 93455. Principal is nonprofit corporation headed by James O. Holder, pastor. It also has app.'s for new FM's in Astoria, Newport, Coos Bay and Eugene, all Oregon. (see above and below). Filed Aug. 9.

■ Newport, Ore.—Patricia Ann Silvey Educational Broadcasting Foundation seeks 90.9 mhz; .127 kw; HAAT: 818 ft. Address: 3732 Zion Pl., Santa Maria, Calif. 93455. Principal is nonprofit corporation headed by James O. Holder, pastor. It also has app.'s for new FM's in Astoria, Grants Pass, Coos Bay and Eugene, all Oregon. (see above). Filed Aug. 9.

■ Galveston, Tex.—Kimberly S. Harrison seeks 104.9 mhz; 3 kw; HAAT: 300 ft. Address: Box 1250, Sapulpa, Okla. 74067. Principal is station manager of KXOJ-AM-FM Sapulpa, Okla., which is owned by her father, Michael P. Stephens. Filed Aug. 8.

■ Culpepper, Va.—Alpha Educational Broadcasting Foundation seeks 89.9 mhz; .675 kw; HAAT: 999 ft. Address: 9546 Shore Dr., Norfolk, Va. 23518. Principal is nonprofit corporation headed by Charles W. Offut, and his wife, Phyllis. They also have app.'s for new FM's in Culpepper, Richmond, Franklin, Tappahannock, Winchester and Fredericksburg, all Virginia. Filed Aug. 9.

■ Strasburg, Va.—Frank R. Kulisky seeks 104.9 mhz; 3 kw; HAAT: 319 ft. Address: 88181 U.S. Hiway 1, Unit F-3, Islamorada, Fla. 33036. Principal is owner of WPLC (FM) Marathon, Fla., and 49% WFKZ(FM) Plantation Key, Fla. Filed Aug. 7.

■ Casper, Wyo.—Heritage Educational Broadcasting Foundation seeks 90.3 mhz; .678 ft.; HAAT: 1,676 ft. Address: 910 East Third St., Gillette, Wyo. 82716. Principal is nonprofit corporation headed by Kelly F. Mader, and his wife, Nancy. It also has app.'s for new FM's in Laramie, Gillette, Buffalo and Rock Springs, all Wyoming. Filed Aug. 9.

Actions

AM's

■ Granby, Colo.—Granted app. of High Country Radio for 930 khz; 500 w-D. Address: P.O. Box 206, Hayden, Colo. 81639. Principal is owned by Robert D. Zellmer, and his

The Fifth Estate

Broadcasting ϟ Aug 27

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A celebration of TV journalism

Vol. 107 No. 9

Broadcasting Aug 27

Broadcasters put Republicans on display in Dallas
The best in local television journalism

DOWN IN BIG D □ Networks and local broadcasters showcase Republican national convention to millions of viewers. Controversy surrounds networks decisions regarding airing of Reagan film. **PAGE 35.**

MORE FALL FOOTBALL □ United States Football League votes to move season to fall, beginning in 1986. **PAGE 41.**

SUIT NEWS □ CBS asks judge to dismiss lawsuit by General Westmoreland. CNN asks for permission to televise trial. **PAGE 42.**

LOCAL JOURNALISM □ Broadcast journalists report on their best efforts in the past 12 months in spot news coverage, investigative and documentary reporting and public affairs programing. **PAGE 47- 108.**

HILL REVIEW □ Congress has a full slate of communications legislation before it and not much time before adjournment. **PAGE 110.**

FALL PRE-EMPTIONS □ Three commercial networks announce starting times for some fall programing. **PAGE 114.**

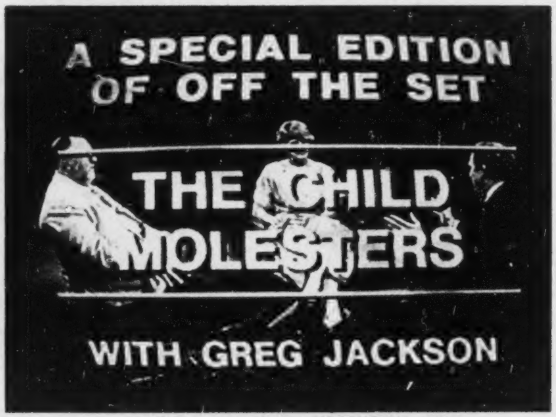
NAMING NAMES □ CBS/Broadcast Group announces four appointments at World Enterprises division. **PAGE 65.**

HOME GROWN □ Manufacturers, dealers and distributors of backyard earth stations meet to discuss the latest legal and technical news. **PAGE 118.**

PEACHY TIME □ Presentation by Council for Cable Information, legislative update from NCTA's Mooney and management and technical sessions top agenda of upcoming Eastern Cable Show in Atlanta. **PAGE 122.**

MASS APPEAL □ James McKinney, FCC's Mass Media Bureau chief, characterizes his tenure in that post as "most challenging and productive year of my career." **PAGE 143.**

WTOL-TV Toledo, Ohio's, coverage of violence at a strike-bound auto plant



Public affairs programing on WNEW-TV New York

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fore moving into its regular 9-10 Friday berth on Sept. 28. NBC will launch *Highway to Heaven* the next night with a special two-hour premiere at 8-10. *The Bill Cosby Show* will bow on Thursday, Sept. 20, at 8-8:30, followed by the first episode of the second season of *Family Ties* at 8:30. □

International arm of CBS names four executives

Worldwide Enterprises created in April to develop program and sales opportunities for CBS/Broadcast Group

Bellon

Crane

Kane

Walsh

CBS/Broadcast Group's newly formed Worldwide Enterprises, created last April to expand CBS's involvement in global program development, acquisition, marketing and sales, announced four high-level appointments last week.

Joseph Bellon has been named vice president and managing director, program and market development. According to John Eger, named at the outset to head Worldwide Enterprises as senior vice president, Bellon's area is of "greatest interest," if not importance, to the direction of the division. Bellon will oversee a new worldwide ventures organization which Eger says will "aggressively seek" the development of programing for various media, including home video and cable (foreign as well as domestic), foreign television and perhaps even domestic network television. However, the programing developed from those ventures would not run first on network TV. Bellon will also be responsible for a department that will acquire various programs worldwide, as well as the marketing and production of all programing developed under his purview.

Worldwide Enterprises has also acquired responsibility for CBS's cable and information businesses, all of which are now under the direction of Albert Crane, who has been named vice president, information and cable enterprises. For the last two years, Crane has overseen the development and operation of CBS's Extravision teletext service. With the new appointment, his oversight responsibil-

ABC rides Olympic coattails to weekly win

ABC-TV maintained much of its Olympics ratings momentum in the first post-Olympics week, with the opener of its *Call to Glory* and a one-hour Olympics retrospective ranking one, two among the week's programs and helping ABC to a two-and-a-half-point lead in the prime time Nielsen ratings. For the week ended Aug. 19, ABC scored a 13.3 rating/26 share while CBS-TV barely nosed out NBC-TV for second place, 10.8/21 to 10.4/20.

The two-hour *Call to Glory* premiere, at 8-10 p.m. NYT on Monday, turned in a 24.8/44 (BROADCASTING, Aug. 20). The Olympics look-back, which followed at 10-11 p.m., did a 22.3/39. ABC researchers estimated that about 50 million persons watched some or all of *Call to Glory* and that the Olympics retrospective grossed about 40 million viewers.

Almost everything else on prime time network television that week was a repeat. The closest any of it came to challenging the top numbers was a 17.5/30 produced by a repeat of *Riptide* on NBC Tuesday.

ABC won Monday, Wednesday, Friday and Saturday nights, CBS won Thursday and Sunday and NBC took Tuesday.

The big audience numbers for the *Call to Glory* premiere followed a carefully crafted scenario. Six months ago ABC officials saw the pilot and were impressed—but were also convinced that the show, dealing essentially with family relationships, would need special attention in its introduction if it were going to succeed. Seeing the Olympics as a first-class place to promote the show, they scheduled it to start immediately after the games—and within their coverage of those games they scheduled 37 separate spots promoting it, more than were allotted to any other new show.

Among the few original presentations of the week, *I Gave at the Office*, a 9:30 p.m. half-hour on NBC on Wednesday, pulled a 11.2/20, ranking 29th; a quarter-hour preconvention special on CBS at 10:45 Sunday did a 9.3/18, coming in 48th; *Crossroads* on CBS Wednesday had an 8.2/17, ranking 56th, and NBC's *Summer Sunday USA* was 65th and last with 3.3/7. Results for preseason pro football ranged from middling to poor. Pittsburgh vs. Dallas on ABC Thursday managed an 11.0/22 to rank 32d; San Francisco vs. San Diego on CBS Saturday and New England vs. Washington on NBC Friday came in 62d and 63d with 6.8/15 and 6.8/14.

Early-evening news ratings, thrown out of their usual kilter during the Olympics by a surge that carried *ABC World News Tonight* to an unaccustomed first place, settled back closer to normal in the Aug. 12-17 period. *CBS Evening News* was back on top, with 10.8/24; *ABC World News Tonight* was second with 9.6/22, and *NBC Nightly News* was third with 8.0/18.

Rank	Show	Network	Rating/Share
1.	Call to Glory	ABC	24.8/44
2.	Olympic Highlights	ABC	22.3/39
3.	Riptide	NBC	17.5/30
4.	60 Minutes	CBS	16.7/36
5.	Remington Steele	NBC	15.9/28
6.	A-Team	NBC	15.6/29
7.	Webster	ABC	15.2/32
8.	Trapper John, M.D.	CBS	15.1/27
9.	Alice	CBS	14.6/27
10.	Funniest Commercial Goofs	ABC	13.8/26
11.	Love Boat	ABC	13.7/28
12.	Matt Houston	ABC	13.6/28
13.	Hill Street Blues	NBC	13.5/25
14.	The Main Event	ABC	13.4/25
15.	Fantasy Island	ABC	13.3/29
16.	Facts of Life	NBC	13.3/25
17.	Word of Honor	CBS	13.2/25
18.	Dallas	CBS	12.9/26
19.	Jeffersons	CBS	12.9/26
20.	Cagney & Lacey	CBS	12.9/23
21.	Knots Landing	CBS	12.6/23
22.	Simon & Simon	CBS	12.4/21
23.	Benson	ABC	12.1/27
24.	Blue Thunder	ABC	12.1/24
25.	One Day At A Time	CBS	11.8/25
26.	Fall Guy	ABC	11.7/25
27.	Jennifer Slept Here	NBC	11.4/23
28.	Enola Gay	NBC	11.3/22
29.	I Gave At the Office	NBC	11.2/20
30.	Double Trouble	NBC	11.1/24
31.	Mae West	ABC	11.1/20
32.	Pittsburgh vs. Dallas	ABC	11.0/22
33.	Hotel	ABC	10.7/20
34.	Silver Spoons	NBC	10.6/23
35.	Falcon Crest	CBS	10.5/22
36.	Hardcastle & McCormick	ABC	10.3/21
37.	Three's Company	ABC	10.3/19
38.	Magnum, P.I.	CBS	10.1/19
39.	St. Elsewhere	NBC	10.1/19
40.	T.J. Hooker	ABC	9.9/23
41.	Foulups; Bleeps & Blunders	ABC	9.9/19
42.	Bosom Buddies	NBC	9.8/20
43.	Cheers	NBC	9.8/17
44.	Airwolf Special (Monday)	CBS	9.7/17
45.	Rage	NBC	9.6/16
46.	Patricia Neal Story	CBS	9.4/17
47.	Family Ties	NBC	9.4/17
48.	Mama's Family	NBC	9.3/19
49.	Preconvention Special	CBS	9.3/18
50.	TV Bloopers & Practical Jokes	NBC	9.1/17
51.	Diff'rent Strokes	NBC	9.0/21
52.	Gimme A Break	NBC	8.8/18
53.	Night Court	NBC	8.8/14
54.	Comedy Zone	CBS	8.6/19
55.	AfterMASH	CBS	8.5/17
56.	PGA Championship	ABC	8.2/18
57.	Crossroads	CBS	8.2/17
58.	NFL Preseason football	NBC	7.7/17
59.	20/20	ABC	7.5/14
60.	Domestic Life	CBS	7.4/13
61.	New Show	NBC	7.1/15
62.	San Francisco vs. San Diego	CBS	6.8/15
63.	New England vs. Washington	NBC	6.8/14
64.	Airwolf	CBS	5.9/13
65.	Summer Sunday USA	NBC	3.3/7

*indicates premiere episode

to operate by remote control. App. Aug. 17.

■ KJTA (840 khz) Pharr, Tex.—Seeks MP to change daytime ant. and change TL. App. Aug. 16.

■ KOJO (1210 khz) Laramie, Wyo.—Seeks MP to change TL and reduce power to 10 kw. App. Aug. 21.

FM's

Tendered

■ *KCSN (88.5 mhz) Northridge, Calif.—Seeks CP to change TL; change ERP to .06 kw, and change HAAT to 2,068 ft. App. Aug. 16.

■ WKSQ (94.3 mhz) Ellsworth, Me.—Seeks CP to change ERP to 7.9 kw; change HAAT to 1,034.5 ft., and change TL. App. Aug. 16.

■ WQSR (105.7 mhz) Cantonsville, Md.—Seeks CP to change ERP to 50 kw and change HAAT to 492 ft. App. Aug. 20.

■ WJDR (98.3 mhz) Prentiss, Mass.—Seeks CP to change TL; change ERP to 3 kw, and change HAAT to 325 ft. App. Aug. 16.

■ *WBRS (91.7 mhz) Waltham, Mass.—Seeks CP to change freq. and make changes in ant. sys. App. Aug. 17.

■ WBAG (93.9 mhz) Burlington, N.C.—Seeks CP to delete Graham as a community of lic. App. Aug. 20.

■ KIVA (105.1 mhz) Santa Fe, N.M.—Seeks CP to change TL and change HAAT to 1,821 ft. App. Aug. 20.

■ WKSA-FM (101.5 mhz) Isabela, P.R.—Seeks CP to change TL; change ERP to 50 kw, and change HAAT to 424 ft. App. Aug. 17.

■ WKJQ (99.3 mhz) Jefferson City, Tenn.—Seeks CP to change TL; change ERP to .86 kw, and change HAAT to 575 ft. App. Aug. 17.

Accepted

■ WHHT-FM (101.9 mhz) Montgomery, Ala.—Seeks CP to correct coordinates. App. Aug. 15.

■ KZFR (103.1 mhz) South Lake Tahoe, Calif.—Seeks CP to change ERP to 3.01 kw. App. Aug. 20.

■ KDRW-FM (103.9 mhz) Silverton, Colo.—Seeks CP to change freq. to 103.9 mhz. App. Aug. 15.

■ KVMT (104.7 mhz) Vail, Colo.—Seeks CP to install aux. sys. App. Aug. 15.

■ *WPKT (90.5 mhz) Middlefield, Conn.—Seeks CP to change HAAT to 60 ft.; readjust effective radiated power, and compensate transmitter power output. App. Aug. 20.

■ KLCE (97.3 mhz) Blackfoot, Idaho—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 1,513 ft. App. Aug. 17.

■ KMFE-FM (101.7 mhz) Emmet, Idaho—Seeks CP to change TL; operate by remote control; increase TPO; change ERP to 39 kw; change HAAT to 2,588 ft.; change transmitter and ant., and change freq. to 101.9. App. Aug. 15.

■ WLS-FM (94.7 mhz) Chicago—Seeks CP to install aux. sys. App. Aug. 15.

■ WRTN (93.5 mhz) New Rochelle, N.Y.—Seeks CP to change ERP to 2.95 kw and change HAAT to 331.28 ft. App. Aug. 15.

■ KURY-FM (95.3 mhz) Brookings, Ore.—Seeks CP to reduce height of tower below 200 ft. and make changes in ant. sys. App. Aug. 15.

■ WOWQ (102.1 mhz) Du Bois, Pa.—Seeks CP to change ERP to 22.5 kw and change HAAT to 694.704 ft. App. Aug. 20.

■ WQEQ (103.1 mhz) Freeland, Pa.—Seeks CP to change ERP to .725 kw. App. Aug. 17.

■ KNUE (101.5 mhz) Tyler, Tex.—Seeks CP to change TL and change HAAT to 1,074. App. Aug. 15.

■ *KUSU-FM (91.5 mhz) Logan, Utah—Seeks CP to change ERP to 90 kw. App. Aug. 20

TV's

Accepted

■ KWWL (ch. 7) Waterloo, Iowa—Seeks CP to make changes in ant. sys. App. Aug. 20.

■ *WMTJ (ch. 40) Fajardo, P.R.—Seeks MP to change ERP to vis. 19.84 kw, aur. 9.84 kw; change HAAT to 2,754 ft.; change ant., and change TL. App. Aug. 20.

Actions

AM's

■ KEZY (1190 khz) Anaheim, Calif.—Granted app. to make changes in ant. sys. Action Aug. 8.

■ KACY (1520 khz) Port Hueneme, Calif.—Granted app. to make changes in ant. sys. Action Aug. 8.

■ WCII (1080 khz) Louisville—Granted app. to make changes in ant. sys. Action Aug. 10.

■ WIDS (1190 khz) Russell Springs, Ky.—Granted app. to change freq. to 570 khz and make changes in ant. sys. Action Aug. 10.

■ WFPR (1400 khz) Hammond, La.—Granted app. to change TL. Action Aug. 8.

■ WBAL (1090 khz) Baltimore—Granted app. to change SL to 3800 Hooper Ave., Baltimore, Md. 21211 and operate by remote control. Action Aug. 9.

■ KBWS (1530 khz) Sisseton, S.D.—Granted app. to change SL to Eden, S.D., and change TL. Action Aug. 10.

FM's

■ WORJ (103.9 mhz) Osark, Ala.—Returned app. to change TL; change ERP to 2 kw, and change HAAT to 355 ft. Action Aug. 8.

■ WELR-FM (102.3 mhz) Roanoke, Ala.—Granted app. to change ERP to 2.9 kw and change freq. to 102.3 mhz. Action Aug. 10.

■ KNIK-FM (105.5 mhz) Anchorage—Granted app. to to correct coordinates. Action Aug. 7.

■ KENY (101.7 mhz) Soldotna, Alaska—Granted app. to change TL and change HAAT to 269 ft. Action Aug. 10.

■ KMLA (103.9 mhz) Ashdown, Ariz.—Granted app. to change TL. Action Aug. 9.

■ KOPO (98.3 mhz) Marana, Ariz.—Granted app. to change HAAT to 202 ft. Action Aug. 10.

■ KLVE (107.5 mhz) Los Angeles—Returned app. to change ERP to 29.5 kw and change HAAT to 3,000 ft. Action Aug. 9.

■ KNVR (96.7 mhz) Paradise-Chico, Calif.—Dismissed app. to change TL; change ERP to 1,330 kw, and change HAAT to 464.75 ft. Action Aug. 9.

■ *WQCS (88.3 mhz) Fort Pierce, Fla.—Granted app. to change freq. to 88.9 mhz; change transmitter; change transmission line and ant.; change ERP to 100 kw, and change HAAT to 449 ft. Action July 26.

■ KEI-FM (104.9 mhz) Pocatello, Idaho—Granted app. to change TL and change HAAT to 1,120 ft. Action Aug. 6.

■ WGLO (95.3 mhz) Pekin, Ill.—Granted app. to change ERP to 2.24 kw and change HAAT to 340 ft. Action Aug. 6.

■ *WDSO (88.3 mhz) Chesterton, Ind.—Granted app. to change freq to 89.3 mhz; change ERP to .413 kw; change HAAT to 136 ft., and make changes in ant. sys. Action Aug. 7.

Summary of broadcasting
as of June 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,749	170	4,919
Commercial FM	3,610	418	4,028
Educational FM	1,153	173	1,326
Total Radio	9,512	761	10,273
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	357	252	609
Educational VHF TV	112	2	114
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	196	74	270
UHF LPTV	87	136	223
Total LPTV	283	210	493
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ KGLI (95.5 mhz) Sioux City, Iowa—Granted app. to change TL; change HAAT to 1.003.68 ft.; change TPO, and make changes in ant. sys. Action Aug. 6.

■ WKDO-FM (105.5 mhz) Liberty, Ky.—Returned app. to change TL and change HAAT to 238 ft. Action Aug. 13.

■ *WNKU (89.7 mhz) Highland Heights, Ky.—Dismissed app. to change TL; change ERP to 10.84 ft., and change HAAT to 318 ft. Action Aug. 8.

■ WAYL (93.7 mhz) Minneapolis—Dismissed app. to change TL and change HAAT to 1,294 ft. Action Aug. 8.

■ WFCA (107.9 mhz) Ackerman, Miss.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 614 ft. Action Aug. 6.

■ WLUN (95.3 mhz) Lumberton, Miss.—Granted app. to change HAAT to 289 ft. Action Aug. 6.

■ WBAG (93.9 mhz) Burlington, N.C.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 1,880 ft, and make changes in ant. sys. Action Aug. 3.

■ WPGO (106.3 mhz) Shallote, N.C.—Granted app. to change TL. Action Aug. 6.

■ KITT (96.3 mhz) Las Vegas—Granted app. to change ERP to 100 kw and change HAAT to 1,175 ft. Action Aug. 6.

■ KSNM (98.7 mhz) Truth or Consequences, N.M.—Granted app. to change SL to 600 Broadway, Williamsburg, N.M. Action Aug. 6.

■ WCBS-FM (101.1 mhz) New York—Granted app. to change ERP to 6.8 kw and change HAAT to 1,353 ft. Action Aug. 6.

■ KZAM (95.3 mhz) Creswell, Ore.—Granted app. to change TL; change ERP to 1.6 kw, and change HAAT to 390 ft. Action Aug. 10.

■ WKJB-FM (99.1 mhz) Mayaguez, P.R.—Granted app. to change ERP to 25 kw. Action Aug. 6.

■ KZEU (107.9 mhz) Victoria, Tex.—Granted app. to change ERP to 100 kw. Action Aug. 10.

■ WEZR (106.7 mhz) Manassas, Va.—Granted app. to install aux. sys. Action Aug. 6.

■ WWLH (102.3 mhz) Pound, Va.—Granted app. to change SL to Pound Gap, U.S. Highway 23, Pound, Va. Action Aug. 6.

■ WHWB-FM (98.1 mhz) Rutland, Vt.—Granted app. to change TL; change ERP to 1.175 kw; change HAAT to 2,561 ft., and make changes in ant. sys. Action Aug. 10.

■ *WETA-FM (90.0 mhz) Washington—Dismissed app. to change ERP to 75 kw; change HAAT to 821 ft., and change ant. and transmitter. Action Aug. 13.

■ KISW (99.9 mhz) Seattle—Granted app. to change HAAT to 1,148.5 ft and change TL. Action Aug. 6.

TV's

■ KIHS (ch. 46) Ontario, Calif.—Granted app. to install aux. ant. sys. Action Aug. 9.

■ KCVT (ch. 30) Shawnee, Okla.—Granted app. to change ERP to vis. 800 kw, aur. 80 kw; change HAAT to 860 ft.; change TL, and move SL into community of lic. Action Aug. 6.

Call letters

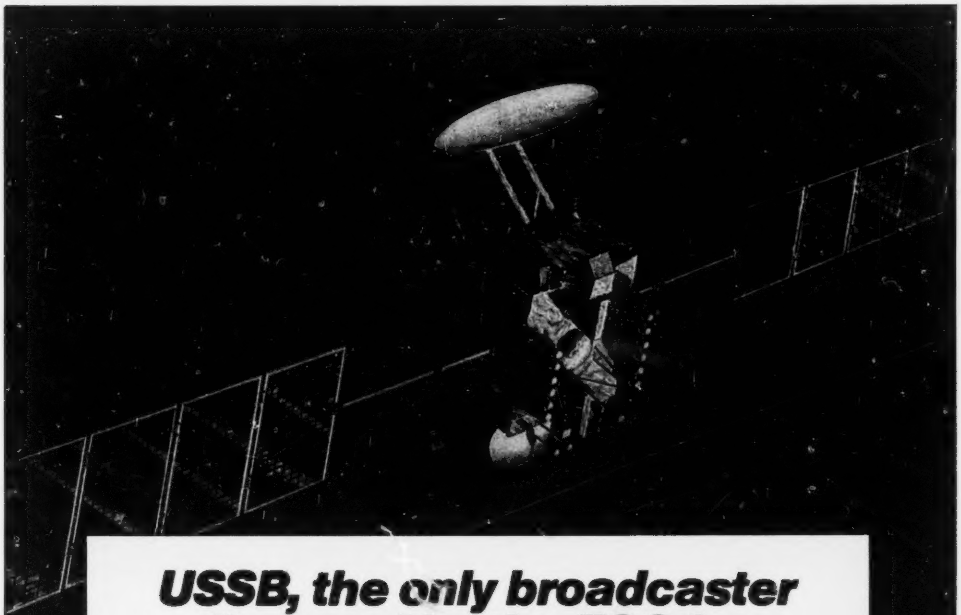
Applications

Call	*Sought by*
	New FM's
KAIO-FM	Judy K. Purtie, Russellville, Ark.
WBPK	Foothills Communications Associates Inc., Flemingsburg, Ky.
KZEN	Osage Radio Inc., Central City, Neb.
	New TV's
WWKI-TV	B.G.S. Broadcasting Inc., Kokomo, Ind.
WSWB-TV	Scranton Family Television Ltd., Scranton, Pa.
	Existing AM's
WBGZ	WOKZ Metroplex Communications Inc., Alton, Ill.

C1750-1A

The Fifth Estate

Broadcasting ⚡ Sep 3



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53d Year 1984

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4520 EAST-WEST HWY
BETHESDA MD 20814

Vol. 107 No. 10

Broadcasting ▱ Sep 3

Rich fall syndicated programing harvest
Theatricals losing blockbuster appeal on television
Advance on the Eastern Cable Show

FALL HARVEST □ Crop of syndicated fare rich in game shows and music video programs for fall. Shows targeted to specific dayparts on the wane. **PAGE 33.**

MVN MOVES IN □ Ted Turner announces he will introduce new music video service on Oct. 26. **PAGE 36.**

CPB VETO □ Reagan vetos CPB funding for years 1987-89. **PAGE 37.**

BIRDS IN BAYOU COUNTRY □ Satellite users conference in New Orleans finds international satellites, DBS hot topics of discussion. **PAGE 38.**

DBS MONIES □ USIA sets aside funds to study possibility of direct broadcast satellite service. **PAGE 40.**

BLOOM IS OFF □ Theatrical movies, with increasing exposure on pay TV and videocassettes, are losing audiences on television. **PAGE 42.**

INTERNATIONAL INCIDENT □ Intelsat upset over feeds Turner Broadcasting received from Moscow's Friendship Games. **PAGE 44.**

RATINGS BUST □ Republican national convention turns out to be the least watched political convention in television history. **PAGE 46.**

AT THE HELM □ Randall Bongarten takes over as president of NBC Radio. **PAGE 47.**

HANGING ON □ New one-hour version of *MacNeil/Lehrer* hasn't made much of ratings dent on the network ratings and hour format is causing some problems, but show's principals are still bullish on program. **PAGE 48.**

LOCALIZE IT □ RTNDA study foresees increase in local production in both programing and news over the next 10 years. **PAGE 50.**

ONE-INCH UNVEILING □ Ampex set to show new one-inch videotape recorder and time base corrector at IBC show in England. **PAGE 51.**

EXEMPTION RULING □ Federal court says Turner's WTBS Atlanta and its satellite carrier, SSS, are exempt from copyright liability. **PAGE 52.**

WAR OF WORDS □ FTC commissioner Pertschuk and Chairman Miller have heated written exchange as former bids farewell. **PAGE 53.**

INDIES SHARE □ INTV says independents took 54% of spot television market in first half of 1984. **PAGE 57.**

ATLANTA BOUND □ Eastern Cable Show set to open at World Congress Center this week. **PAGE 61.**

LEVEL PLAYING FIELD □ CBS's Jankowski says some media more equal than others where regulation is concerned. **PAGE 66.**

PSA DRIVE □ Radio and television networks launch campaign to persuade citizens to vote in upcoming election. **PAGE 67.**

SPANNING THE GLOBE □ Comsat President Irving Goldstein has established himself as an able diplomat in the political arena of world communications. **PAGE 89.**

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RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 3

Vol. 107 No. 9

TOP OF THE WEEK

Fall syndicated programing: a horn of plenty

The lack of breakthrough formulas is being offset by sheer numbers; game and music video shows popular; noticeably absent are talk/variety and news targeted to specific dayparts

Twenty new first-run shows will bow in syndication this fall, giving programers of both affiliated and independent television stations one of the richest harvests in recent seasons. How many of those shows will bloom in the second season remains to be seen—over half of last year's crop did not survive—but programers think that this season's mortality rate may not be as high. Part of that hope rests in the recognition that many of this season's new shows are of time-tested genres instead of risky innovations.

The 11 strips and nine weekly shows that will be premiering over the next several weeks represent a different breed from many of the programs developed for first-run syndication in the 1983-84 season. There are six new game shows that will join the seven already in syndication and seven on the networks cramming access and early fringe time periods on stations in all markets. Last year, only two game shows premiered in first-run syndication, and the phenomenal success of one of them—King World's *Wheel of Fortune*—is widely regarded to have inspired others. But half of this year's new game shows are really not new—they are revised or updated versions of previously successful shows.

Another striking difference in this year's class of new first-run syndicated shows is the noticeable absence of vehicles developed for periods other than access and early fringe, the traditional province of first-run programing. Last year a number of shows—*Breakaway, Woman To Woman, Newscope* and *Thicke of the Night*—were specifically developed for daytime, local news lead-in and late-night, all areas underserved by first-run syndication. By contrast, this year many of the new programs are targeted for the more traditional time slots, although in reality those shows will be found all over the schedule as the supply outnumbers the demand.

"This year there are no outright developments for afternoon," observed Jim Majors, vice president of programing at Petry Television, New York. "It's probably largely because of the failure of those other shows," he said, citing *Thicke, Breakaway, Woman to Woman* and *Newscope*. Those failures, he said, "have made everybody a bit gun shy. . .although I think we're just talking about a point in time, rather than a trend." According to Majors, new program development areas especially "hard hit" by last season's fallout were the talk/variety and news and information shows. "But I don't know if we can say that era is now dead because we

Rituals

Essence

Tales From The Darkside

Anything FOR MONEY
$ 200
$ 200
Anything For Money

KIDS INCORPORATED
Kids Incorporated

Puttin' On The Hits

EVERY SECOND COUNTS
Every Second Counts

Bizarre

could see something spring up next year," he added.

"There is a greater conservatism this year," agreed Alan Bell, vice president and general manager of Cox's KTVU(TV) Oakland, Calif. "But if the clock works, then the pendulum swings back and forth." Bell argued against those who claim that certain programing forms are dead, such as female-oriented talk shows in daytime or news and information programing. To Bell, it comes down to distinguishing concept from execution. "When there's a faulty execution," he explained, "there is a tendency for people to generalize and say no one will ever watch an X or Y show again." Bell made clear it was problems in production, not concept, that caused so many to fail last year.

Furthermore, most of last season's more ambitious projects were designed primarily for independent stations. But the lack of new daytime or alternative programing in this season's lineup does not appear to greatly disturb many independent station programers. They point to a number of off-network hours and half-hours that will be premiering in syndication this fall, such as *Benson* from Columbia Pictures Television, *Dallas* from Lorimar, *Diff'rent Strokes* from Embassy, *Hart to Hart* from Columbia and *Trapper John, M.D.* from Warner Bros., which independents frequently use to counterprogram the local and network news on the affiliates. Added to that is the steady supply of other programing, such as the new feature film package sold by MGM/UA, the two-hour block of daytime programing called Inday from LBS Communications and the first-run *Dempsey & Makepiece* action/-adventure series from Tribune Entertainment—to identify just the tip of the iceberg—all available later this year or early next.

"The thing that is affecting independents is late night," reported Lucille Salhany, vice president of broadcast and cable programing for Taft Broadcasting. "There isn't a lot of first-run strip for late night. And we like to try to clear first-run in late night because there isn't much product available then and the cost of running off-network in late night becomes prohibitive. If you have a sitcom, you're going to put it into early fringe where you really need it."

However, Salhany pointed out, one area where the independent's cup runneth over this year is in children's programing. There is a steady supply of new shows such as *Heathcliff* from LBS Communications, *Kids Incorporated* from MGM/UA, *Fat Albert* from Group W Productions, *Transformers* from Claster and *Voltron* from World Events Productions.

"Despite the fact there are less ambitious projects," concluded David Simon, program director at independent KTLA-TV Los Angeles, "there's still enough of them happening. The industry is not asleep." True, he acknowledged, game shows appear to have taken over the schedule in many markets, but he ascribed that, in part, to an "in-between phase" that will shortly come to an end as stations forget their bout with the major first-run projects of this past season and once again look for the innovative proposal.

Simon is tackling the first-run problem, at least on the weekend this fall, by programing three hours of a "first-run, high-tech video music block" on Saturday mornings. KTLA-TV will begin the morning with *Starcade,* follow it with *The Video Game* and *Music Magazine,* before leading into—successively—*Video Beat, America's Top 10* and *Puttin' On The Hits.* At 11 p.m. on Saturday, KTLA-TV will repeat *Puttin' On The Hits,* follow it with *New York Hot Tracks,* and top it off with a repeat of *America's Top 10.* The Saturday blocks are designed to attract children and teen-agers in the morning and adults in the evening, Simon explained. In addition, each music show skews to slightly different demographics, with some pulling an urban contemporary audience, while others are designed to draw a top 40 crowd.

Where there is first-run there is almost always barter. Although program buyers often think otherwise, producers and distributors point out the national barter spots are

The who, what, where and when of syndication this fall

Program	Syndicator/producer	Number of episodes: originals/ repeats	Time period	Number of mkts./ % of U.S. homes	Debut date
Transformers	Claster/Sunbow Prods.-Marvel Prods.	16/36	Weekend morning	100 markets/90%	Oct. 6
Puttin' on the Hits	MCA/Dick Clark Prods.	26/26	Early fringe/access	125 markets/90%	Sept. 17
New $100,000 Name That Tune *	Film Syndication/Sandy Frank Prods.	32/20	Access/early fringe	90 markets/86%	Sept. 10
Rituals	Telepictures/Metromedia-Telepictures Productions	52	Prime/access/early fringe access	105 markets/85%	Sept. 10
Jeopardy *	King World/Merv Griffin Prods.	39/13	Early fringe/access	111 markets/84%	Sept. 10
Tales from the Dark Side	LBS Communications/Laurel Prods. in association with JayGee Prods. and Tribune Broadcasting	24/28	Weekend	100 markets/80%	Sept. 24
Kids Incorporated	MGM/UA/K-Tel Entertainment/International Program Consultants	26/26	Weekend morning	100 markets/80%	Sept. 10
The New Let's Make A Deal *	Telepictures/Stefan Hatos-Monty Hall Prod.	34/18	Early fringe/access/daytime	100 markets/80%	Sept 17
Anything for Money *	Paramount TV Domestic Distribution	22/30	Daytime	90 markets/76%	Sept. 17
This Week's Music *	Viacom Enterprises/The Entertainment Television Co. in co-venture with Viacom Enterprises	13/39	Early fringe/access/weekend (hour version)	74 markets/75%	Sept. 24
America's Choice	All American Television/Scotti/Vinnedge TV in association with Casey Kasem Prods.	26/26	Weekend	70 markets/71%	Sept. 24
Heathcliff *	LBS Communications/DIC Audiovisual	13/39	Early fringe	65 markets/68%	Oct. 1
Guilty or Innocent *	Genesis Entertainment/Gannaway & Rubenstein Prods.	35/17	Morning/late night	59 markets/65%	Sept. 24
Fat Albert *	Group W Prod./Filmation	18/34	Early fringe	55 markets/65%	Sept. 17
Voltron	World Events Prods.	25/27	Early fringe	56 markets/63%	Sept. 10
Divorce Court *	Blair Entertainment/Blair Entertainment in association with Storer Communications	32/20	Afternoon	70 markets/46%	Sept. 17
Bizarre *	Viacom Enterprises/Shirall Co. in association with CTV	25/27	Late night	51 markets/45%	Sept. 24
Every Second Counts *	Group W Prods. in association with Charles Colarusso Prods.	39/13	Daytime/early fringe/access	40 markets/45%	Sept. 17
Essence	Reeves Teletape/Essence TV Prods.-Anchor Prods.	26/26	Morning/daytime	31 markets/42%	Sept. 9
Sally Jessy Raphael	Multimedia Entertainment	45/7	Daytime	40 markets/NA	On air

* Strip

what helps the show to be produced since first-run cannot afford deficit financing like network series. The barter spots are in addition to, in almost all cases, cash license fees.

MCA-TV's *Puttin' On The Hits*, the most-cleared show going into the new season, retains two-and-a-half minutes of national advertising per half-hour show and gives four minutes to the station. (The weekly series kicks off with a one-hour special that will be aired twice by stations during a Sept. 8-16 window).

Telepictures' *Rituals* is holding back one minute for national advertising, while stations get five-and-a-half minutes to sell—the same deal its is using for its *The New Let's Make A Deal*.

King World's *Jeopardy* will retain one 30-second spot. Group W Productions' *Every Second Counts* will have one 30-second spot for national advertisers, leaving five-and-a-half minutes for stations to sell, while *Fat Albert* will have two 30-second spots and leave five minutes for stations.

Viacom's *This Week's Music* is being sold in a half-hour and full-hour version, with one 30-second spot held back in the half-hour version and two-and-half minutes retained in the full hour version. (Five of the 74 markets that to date have picked up *This Week's Music* have also signed up for both versions.)

Viacom's *Bizarre*, which is going into its fifth season on the pay cable service, Showtime, and which Viacom has put into broadcast syndication, will keep one 30-second spot and give five-and-a-half minutes to stations.

MGM/UA's weekly *Kids Incorporated* will hold back two-and-a-half minutes for national sales and leave three-and-a-half for local sales.

LBS Communications' *Heathcliff* will retain one minute, releasing five minutes for stations, and its weekly *Tales From The Darkside* will withhold two-and-a-half minutes and give three-and-a-half minutes for local sales. ☐

Political advertising tab in fall expected to hit $250 million

Presidential campaigns alone to spend some $25 million apiece, bulk in television, but radio and TV figure big in other races

In the aftermath of Labor Day the political parties are about to launch their political advertising campaigns, and once again broadcasting has top prominence. Some $250 million will be spent on the air between now and election day, Nov. 6.

According to the Television Bureau of Advertising, 75% of the political dollars spent in television during the whole of 1984 will be spent over the next nine weeks. TVB President Roger Rice estimated that 44% of the dollars available to television will be spent in October, 17% in September and 9% in November.

This year TVB estimates that television political advertising will total $180 million for the entire year, up from $90.7 million in 1980. The lion's share is picked up by the stations in spot and local advertising, which is expected to account for $140 million, while the major networks are predicted to capture $40 million.

In 1980, also a presidential election year, Rice pointed out, political advertising totaled $20.7 million on the television networks and $70 million in television spot and local sales among the top 75 markets.

(The Radio Advertising Bureau does not compile a breakout or projection of political advertising revenues in the radio industry, but some unofficial estimates put it at over $100 million this year.)

The Democrats and Republicans are coordinating their media strategies differently. The Reagan/Bush re-election campaign has set up its own outside advertising shop, the Tuesday Team. The group is headed by James D. Travis, who is on leave from Della Femina, Travisano & Partners, where he is president. The Republicans have also recruited other top Madison Avenue executives, including Marvin Honig, former vice chairman and creative director of Doyle Dane Bernbach, and Hal Riney, executive vice president and managing director of Ogilvy & Mather's San Francisco office.

The Mondale/Ferraro campaign has split creative and implementation efforts among three groups: Consultants '84, which is headed by Roy Spence, executive vice president of the Austin, Tex.-based agency of Gurasich, Spence, Darilek & McLure; New York-based McCaffrey & McCall, and DHS Films, New York. Unlike the Republicans, the Democrats are coordinating their advertising strategy in-house under the direction of Judy Press Brenner, the Mondale/Ferraro campaign's media director.

The Tuesday Team is handling all network buys for Reagan/Bush, while Ed Libov Associates, the New York-based media buying service, is handling all spot television and radio buys. With Mondale/Ferraro, McCaffrey & McCall is charged with the network purchases and Consultants '84 with spot buys.

Doug Watts, media director for the Reagan/Bush campaign, said $20 million to $25 million has been budgeted for advertising—over half of the campaign's total budget—and about 85% of that would be spent in television, shared equally between network and spot.

"We have plans today," he said of the campaign's network/spot expenditure ratio, "but they could change dramatically tomorrow." The balance of the advertising budget, he said, goes to everything from buttons to salaries and outside contracts.

Avram Butensky, president of Ed Libov

Test case?

Bill Branch, a reporter for KOVR(TV) Sacramento, Calif., has petitioned the FCC for a declaratory ruling that the equal opportunities provisions of Section 315 of the Communications Act are unconstitutional.

In the petition, Branch contended that the equal opportunities provisions are inconsistent with the First Amendment. Branch also took issue with the FCC's 1965 interpretation in *In re WMAY* that said any appearances by broadcasters who are also candidates for public office can trigger equal opportunities requirements. "This blanket prohibition strikes at the very heart of the First Amendment and mortally wounds the precious right of the public and broadcasters to the free exercise of speech and press," the petition said.

At a press conference in Washington, Branch said Washington sources had informed him that his could be the test case the FCC could use to challenge the validity of the equal time rule, and possibly get rid of it.

Milton Gross, chief of the FCC's fairness/political broadcasting branch, said this was the first time he had seen anyone submit a petition for declaratory ruling on the subject. The commission, Gross added, has received hundreds of inquiries about exemptions from the ruling from stations whose employes wanted to run for political office. But the FCC has regularly referred the stations to the precedent of its 1965 ruling, Gross said. Gross declined to speculate on when the commission would act on the petition.

Branch had wanted to run for election to the town council of Loomis, Calif., a small community near Sacramento (BROADCASTING, Aug. 13). He changed his plans, however, after the FCC and his station informed him that if he ran for the nonpaying position, the equal opportunity obligations would apply to his reporting appearances on the air, even though those reports didn't concern the town council race.

At the press conference, Branch said he didn't believe newsmen should run for "higher" offices than the one he had hoped to run for. But that decision should be one of "journalistic ethics," not government edict, he said. Branch said he bankrolled the press conference on his own. He did not think he would be able to pursue the issue much farther unless he received financial assistance. Branch originally had filed suit against the FCC on the subject in federal court in San Francisco but has withdrawn that suit in the hope the FCC will act on the matter first.

Curtain falling on theatrical films on TV

Pay TV showings and videocassettes are making movies less and less attractive to the networks

Some old movies never die, but more and more new ones are never given life on network television. The word from the dozen or so executives who control most of the buying and selling of movies to ABC, CBS and NBC is that fewer films are being bought, and for less.

NBC is tentatively planning to show 15 prime time theatrical films next season, down three from this season, while at the same time increasing made-for-TV films from 22 to 35 and keeping mini-series about the same. ABC plans to show 13 theatrical films, down from 16 last year, while increasing made-for-TV films from 22 to 24 and mini-series from three to four. CBS, which is currently planning 25 theatricals compared to last year's 28, is keeping its made-for-TV product at roughly the same number (46) while doubling the hours given to mini-series to 50.

According to Larry Gershman, president of MGM/UA Television: "In the last three years the networks have been buying less and less theatrical features. In the last 18 months it has become almost nonexistent. Producers of new studio films are now aware that they may not be able to get a network sale."

Seen from the other side of the negotiating table, Alan Levin, executive vice president, CBS Entertainment, said, "Where you might have previously seen a movie on a regular basis, I suspect in a year or two you won't."

The essential problem with theatrical films, previously stated by the networks, is that by the time they are aired the audience has been significantly diminished by the films' previous exposure on pay television and videocassettes. The Hollywood features, "Taps," "Blue Lagoon" and "Urban Cowboy," during the last week of the February sweeps period, all ranked in the bottom seven of the ratings (BROADCASTING, March 5).

Not only are some expensive movies getting poor ratings, but, as David Poltrack, vice president of research at CBS, noted, theatrical films have relinquished their role as prestige items, or "blockbusters," to made-for-TV product such as *The Day After* and *Something About Amelia*. None of the theatrical movies shown last season equaled the ratings achieved by the top five made-for-television features.

John J. Agoglia, senior vice president, business affairs, NBC television network, said: "We look at what is in the marketplace and try to analyze the exposure before it gets to us. Even if the dollars come down enough and one could say we are getting a bargain, you have to remember the film is measured by performance, not by whether I make a good deal."

The decline in ratings of theatrical movies has, over the past nine years, been gradual, according to a soon-to-be-issued study by A.C. Nielsen. Another finding of that study is that there has been a simultaneous, though smaller, decline in ratings of made-for-television films. Charting the average 12-month ratings of both types of movies in prime time, the Nielsen report shows that theatrical films averaged a 16.8 rating/30 share in the 1975-76 season and then declined to a 14.6/25 in 1982-83. During the same period, made-for-television fare—including mini-series playing in regularly scheduled movie slots—declined from 16.7/30 to 15.5/26. Last season's figures for the three networks, according to Poltrack, show that the audience share of both theatrical and made-for-TV movies remained constant, but the ratings for theatrical fare decreased two-tenths of a rating point while ratings for made-for-TV movies increased six-tenths of a rating point.

Network TV, prime time, 1983-84 season

Top five theatrical films			Top five made-for-TV movies		
1.	Stir Crazy	26.7/41	1.	The Day After	46.0/62
2.	On Golden Pond	25.2/37	2.	Something About Amelia	31.9/46
3.	Star Wars	25.1/35	3.	Lace, part 2	31.7/46
4.	Stripes	24.0/36	4.	Gambler II, part 2	29.6/45
5.	Enforcer	22.6/35	5.	Lace, part 1	28.2/39

The word in Hollywood is that the prices networks are paying for theatrical features are falling faster than the features' ratings—by as much as 50%. Why?

Gershman

Levin

It may be the difference between buying a new or used car. "The three networks represent a medium that has prided itself on broadcasting first-run product for the most part," explained CBS's Levin, "and when the feature film was king on network television it basically came directly from the theaters to our market. Now in addition to a value [ratings] reduction there is perception reduction. It is no longer a television event. Not only have the films been seen before; they've been seen before on television."

Even if the ratings of theatrical movies were better, MGM/UA's Gershman said the networks would still be very hard bargainers: "The problem from their point of view may not be as severe as they make it out to be. The networks take a valid situation, which is that ratings have gone off while everybody is looking for higher prices, and then use it as an excuse to get into production." He said it is reasonable to see a trend in the networks' lobbying for the repeal of the FCC's financial interest and syndication rules and multiple ownership rules: "I think their purchasing is part of an attitude, where they don't want to strengthen Hollywood where they feel they don't have to."

But Gershman added that the softness of the marketplace for theatrical films predates some of those issues and should not be seen as an attempt by the networks to gain retribution for any of their recent political defeats.

There are others in the film world who think the networks themselves are partly to blame for the decline of theatricals as audience attractions. Ed Bleier, executive vice president, Warner Brothers Television, acknowledged the impact of pay television on ratings of movies but said that the networks have ineptly adjusted to the competition and have failed to give movies the proper promotion, scheduling or "rest" before showing them: "Their attitudes about features becomes a self-fulfilling prophecy," said Bleier. "For instance, movies need 8 o'clock or 9 o'clock starts. A lot of the movies started at 8:30 with incompatible lead-ins. You're almost defying an audience to join

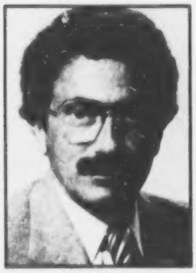
CBS's Levin said that one film that may have been inadequately rested was "Chariots of Fire," which ran on the network just two weeks after it finished on HBO. In the strong February sweeps competition, that film managed an 11.8/17, against NBC's "On Golden Pond" (25.2/37) and ABC's made-for-TV movie, *My Mother's Secret Life* (25.1/36). "Star Wars," which finished second to a made-for-TV movie in head-on competition, also had a short rest period. The poor showing of some theatricals during recent sweeps may have led Brandon Tartikoff, president of NBC Entertainment, to announce that NBC, for one, would "downplay" theatricals during upcoming sweeps (BROADCASTING, May 28).

Both Agoglia and Levin said that the question of how long to rest a film was also determined by what the competition was doing and by the substitute programing that was available. Agoglia added, "The criticism is not invalid for those films going on this year. Three years from now I don't know what difference rest would make, considering what exposure films will be getting."

While a walk through the current network/film marketplace finds most signs pointing in the same direction, Levin said the extinction of movies on network television is not predetermined. CBS, he said, is merely being more selective. "How much of a decline in theatrical fare there is depends on what happens in our business," said Levin. "It may be that we will experiment with a couple of producers and be going pre-pay back on the network." Less optimistic about the idea of networks pre-empting other movie delivery systems is Agoglia, who notes that a film shown on network television would probably be "useless" for subsequent marketing to pay television.

While the networks may feel they currently do better on average by spending $2 million to $3 million for a made-for-TV feature instead of buying theatrical movies, they may have something to lose by not keeping a strong inventory of films. That at least is the opinion of David Waterman, a Los Angeles-based consultant to motion pictures and media and adjunct professor at USC's Annenberg School of Communications: "Theatrical features that bypass the networks go to independents who use them to directly compete with the networks' made-for-TV feature," Waterman said. "Also, the networks will be facing still higher production costs for the made-for-TV films, and there is a question in my mind whether they can keep up their current production pace in the face of these higher costs. If the studios drop their prices a little more, theatricals will look more attractive to the networks."

Jamie Kellner, president of the Orion Entertainment Group, also said the crystal ball on theatrical film fare was still a little cloudy: "One thing we all know about this business is that it tends to be cyclical. Three years ago you would hear conversations about the downfall of the networks, the erosion of the network audience and sell your stock in ABC. Now, all of a sudden, it's the exact opposite and people are picking on HBO. Let's say the network audience did erode further, and let's say they were each down to a 10 or 11 prime time rating because of the increase of pay TV and home video. At that point the theatrical product would become a very important part of the network diet because it would be more economical for them to buy theatrical film than producing something themselves. You can paint a different picture every time you change part of the projection." ☐


Agoglia

Waterman

TBS reception of Friendship Games upsets Intelsat

CNN excerpts of Moscow games are fed to Atlanta via Intersputnik because, network says, cost of Intelsat feed was prohibitive

ABC had the Olympics, but Ted Turner had the Soviet Union's answer to the same.

They were called the "Friendship Games," a Moscow mini-Olympics for the countries that followed the Soviet Union's lead in boycotting the summer games in Los Angeles.

Cable News Network received two feeds daily directly from Moscow from the opening ceremonies on Aug. 16 to the closing festivities last Thursday (Aug. 30).

During the first several days of the games, said Bill MacPhail, vice president for sports, CNN, the network packaged the best of the clips into a brief feature and televised it three or four times each day. After that, the features were reduced to about one every other day, he said, because most of the "glamour events" in track and field and swimming were over. Most American viewers don't have much interest in a boxing match between a Pole and a Hungarian, he said.

Turner, president of CNN, had considered televising portions of the Moscow games live over superstation WTBS(TV) Atlanta, MacPhail said. But because of the expense and difficulty involved in doing that, he said, Turner opted for the limited CNN coverage.

CNN received the feed directly from the Soviet satellite, Ghorizant 4, free of charge. Intervision, the television news service for Eastern bloc countries, provided the coverage. "No money has changed hands," McPhail said.

With the FCC's approval (BROADCASTING, Aug. 20), Turner modified one of its Atlanta earth stations to receive the Intersputnik signals, bypassing the Intelsat system.

How the American public reacted to the CNN coverage is not known. But it is clear that Intelsat and the Communications Satellite Corp. aren't happy about Turner's FCC-approved arrangements for bypassing Intelsat. Both entities have lodged protests with the State Department.

In a telex to William Schneider, under secretary of State, Francis Latapie, Intelsat director of external relations, said Turner's use of the Intersputnik system was not in conformity with the obligations imposed on Intelsat members. "This obligation exists, of course, even if the use of a separate system involves countries which are not members of Intelsat," Latapie said.

In a follow-up telex, Latapie said Intelsat records showed that the Friendship Games were being transmitted from Moscow via Intelsat. "This indicates that the Intelsat system can provide the same service, that it is actually doing so at its established rates, and the other users of the service obviously do not find it to be uneconomic."

In a letter to Schneider, John McLucas, executive vice president and chief strategic officer of Comsat, said the corporation was "dismayed" by the FCC's action, which he contended was a violation of U.S. obligations under the Intelsat agreement. McLucas contended that the Soviets, who are not parties to Intelsat, have been upgrading the technical capabilities of their satellites and have "embarked on an aggressive campaign of expansion."

McLucas said the Soviets have been subsidizing the worldwide use of Intersputnik, trying to make the system available to developing nations for transmission of news and television programs at no cost. "These efforts are part of an effort to wean developing countries away from Intelsat," McLucas said. "How can the United States expect other nations to refrain from such enticements if we do not do so ourselves?

"There is no question that, had Turner Broadcasting System desired to use the Intelsat system for broadcast of the Soviet Union's 'Friendship Games,' they could have done so," he added. "Apparently the decision by TBS to seek interconnection with Intersputnik hinged on an offer by the Sovi-

From cable to broadcast. *Nuclear National Park*, a show about the prospect of placing the nation's first nuclear waste repository adjacent to Canyonlands National Park in southeast Utah, is an example of what can be achieved when "broadcast values" are brought to a cable local origination production, according to John Howe, one of the show's two executive producers. Produced in cooperation with Storer Cable Communications (Glendale, Ariz.) and noncommercial KAET(TV) Phoenix, the half-hour documentary juxtaposes a raft trip down the Green and Colorado rivers with discussions of the proposed nuclear reactor next door—the choice between economic development and environmental preservation.

According to Howe, who is with Storer, the movie is "one of the first television projects to be produced by a local cable company for a national network release." In this case, Storer provided the crew and production equipment and KAET did the post production. The program was done primarily on a barter basis, with on-air promotion being traded for in-kind equipment and services. Poet Rod McKuen narrated the program—his payment will be a percentage of the show's profits.

The show will air nationally over PBS on Oct. 10.

to pin down an "exact" number of affiliates that might have broken away because they probably did so at different times and for various lengths. However, the number of affiliates that broke away from at least a portion of the late night convention coverage for local news was described as "significant." Only ABC, which at 11 p.m. (NYT) announced that some affiliates might be cutting away (and at 11:30 p.m. welcomed them back), declined to state how many affiliates deserted. ☐

Bongarten takes over as NBC Radio president

When Randall D. Bongarten, vice president and general manager of WNBC(AM) since July 1983, assumes the presidency of NBC Radio today (Sept. 3) he will be the youngest executive to do so, according to an NBC Radio spokeswoman ("In Brief," Aug. 20). Bongarten turned 35 on Aug. 31.

In his new position, Bongarten will have overall responsibility for NBC's radio division which comprises the NBC Radio Network, The Source and Talknet in addition to NBC's five FM and three AM stations. Reporting to Bongarten will be Dick Penn, senior vice president, NBC Radio Networks, and Bob Mounty, executive vice president, NBC Radio. (Penn is directly responsible for the networks, and Mounty oversees the owned stations). Bongarten will report directly to Robert Walsh, group executive vice president, NBC Inc.

Bongarten said he didn't anticipate any major changes in operations. "We'll do whatever makes sense at the time." Bongarten also said he hopes a new head of The Source will be named "as quickly as possible." (Meddy Woodyard left NBC as vice president and general manager of The Source in June ["Fates & Fortunes," June 25].) And on the immediate agenda for both Bongarten and Mounty is the selection of a new vice president and general manager at WNBC(AM) New York.

Bongarten is taking over the NBC Radio reins from Michael Eskridge, who is moving to parent company RCA as division vice president and general manager of home information systems—a new venture looking into what new ad-supported services can be provided through use of home computers and television sets ("In Brief," July 30). Prior to joining WNBC(AM) New York last year, Bongarten spent 10 years with General Electric Broadcasting beginning as assistant business manager for GE's WGY(AM)-WGFM(FM)-WRGB(TV) Schenectady, N.Y., and WJIB(FM) Boston. He finished the last two years of his tenure there as vice president of radio. In that capacity, Bongarten oversaw the operation of the company's eight radio stations and negotiated their sale after GE decided to divest in 1982. ☐

PTV strike in L.A.

A federal mediator was called in last Thursday (Aug. 30) to oversee negotiations between representatives of the International Alliance of Theatrical and Stage Employes and noncommercial KCET(TV) Los Angeles. The action followed a strike called Aug. 24 by members of IATSE Sound Local 695, including more than 30 KCET sound technicians, camera operators, editors and technical engineers. The strike, which is only the second in the station's 20-year history (members of the Directors Guild of America staged a three-day walk-out in 1979), followed expiration of IATSE's three-year contract with KCET on June 30. According to Barbara Goen, the station's director of public information, issues on the table include "salaries, benefits, co-production arrangements and work rules." IATSE representatives have said their main concern is with a proposal that would allow the station to contract out some production work to nonunion independent producers. Goen told BROADCASTING that management personnel have been filling in during the strike, which she said has had minimal impact on station operations.

In a related development, a regional National Labor Relations Board office last week dismissed charges of unfair labor practices filed against KCET by the IATSE local. ☐

ABC keeps momentum up

ABC won another week in the Nielsen prime time ratings, but its real strength lay less in its four nights of Republican convention coverage than in its repeats of regular series programing, especially a repeat of a two-hour *Love Boat* episode on Saturday night, which was the top-rated show of the week with an average 17.7/33. And *Call to Glory* probably moved closer to a permanent position on the fall schedule as the second episode averaged a 15.8/29, the third-ranked show of the week.

With over a third of the three networks' prime time schedule dedicated to coverage of the Republican convention in Dallas, ABC came in first in the Nielsen national ratings for the week ended Aug. 26 with an average 10.6/20 compared to a 9/16.9 for NBC and an 8.8/16.8 for CBS. And although ABC won two of the four nights of convention coverage (by a rating point or less), its big boost came on Friday and Saturday night when its regular series programing passed the competition with multiple rating point margins.

ABC won Monday, Wednesday, Friday and Saturday; NBC captured Tuesday and Thursday; CBS took Sunday.

In convention coverage itself, only, it was a toss-up between ABC and NBC. ABC won in "common time" coverage—when all three networks were simultaneously carrying the convention. But in full convention coverage—the ratings up until each network signed off—ABC and NBC each won two nights. And CBS, which won both common time and full time coverage of the Democratic convention, reached second place on Monday and Thursday, but was in third on Tuesday and Wednesday.

As might be expected, the combined network share levels were depressed during the four nights of convention coverage, but bounced back as soon as the networks returned to their regular programing. From Monday through Thursday, the three-network combined share averaged a 43.5. But Friday through Sunday it averaged a 66.1.

Rank	Show	Network	Rating/Share
1.	Love Boat	ABC	17.7/33
2.	V, Part I	NBC	15.0/30
3.	Call to Glory	ABC	15.8/29
4.	60 Minutes	CBS	15.3/34
5.	Matt Houston	ABC	14.8/28
6.	A-Team	NBC	14.7/27
7.	And Justice for All	ABC	14.6/26
8.	Alice	CBS	13.7/23
9.	Webster	ABC	13.6/28
10.	Jeffersons	CBS	13.6/24
11.	Family Ties	NBC	13.5/25
12.	Trapper John, M.D.	CBS	12.7/23
13.	Magnum, P.I.	CBS	12.5/24
14.	Blue Thunder	ABC	12.5/24
15.	Gimme a Break	NBC	12.4/25
16.	Dallas	CBS	12.2/23
17.	Diff'rent Strokes	NBC	12.0/26
18.	Silver Spoons	NBC	12.0/24
19.	Benson	ABC	11.9/26
20.	Hardcastle & McCormick	ABC	11.6/22
21.	One Day at a Time	CBS	11.2/22
22.	Knight Rider	NBC	11.0/21
23.	Facts of Life	NBC	10.9/22
24.	Bosom Buddies	NBC	10.9/21
25.	Jennifer Slept Here	NBC	10.8/21
26.	Goodnight, Beantown	CBS	10.8/20
27.	Mama's Family	NBC	10.8/20
28.	Fall Guy	ABC	10.4/21
29.	Falcon Crest	CBS	10.3/20
30.	Scarecrow & Mrs. King	CBS	10.1/18
31.	Three's Company	ABC	9.7/17
32.	T.J. Hooker	ABC	9.2/19
33.	20/20	ABC	9.1/17
34.	TV Bloopers & Practical Jokes	NBC	9.0/16
35.	Dallas vs. Houston	CBS	8.8/16
36.	Foulups, Bleeps & Blunders	ABC	8.5/16
37.	Ripley's Believe It or Not	ABC	8.3/18
38.	Comedy Zone	CBS	8.0/17
39.	Rep. Convention (Thurs.)	NBC	8.0/15
40.	AfterMASH	CBS	7.8/15
41.	Rep. Convention (Thurs.)	ABC	7.6/14
42.	Master	NBC	7.5/16
43.	Airwolf	CBS	7.4/16
44.	Rep. Convention (Thurs.)	CBS	7.2/13
45.	Rep. Convention (Wed.)	ABC	7.0/13
46.	N.Y. Jets vs. L.A. Raiders	NBC	6.9/14
47.	Rep. Convention (Mon.)	ABC	6.9/13
48.	Domestic Life (Tues.)	CBS	6.7/12
49.	Rep. Convention (Mon.)	CBS	6.6/12
50.	One Day at a Time (Wed.)	CBS	6.4/13
51.	Rep. Convention (Wed.)	CBS	6.1/13
52.	Rep. Convention (Tues.)	NBC	6.0/11
53.	Rep. Convention (Tues.)	ABC	5.9/11
54.	Domestic Life (Wed.)	CBS	5.7/11
55.	Rep. Convention (Tues.)	CBS	5.7/11
56.	Rep. Convention (Wed.)	NBC	5.7/11
57.	Rep. Convention (Mon.)	NBC	5.0/9
58.	Summer Sunday USA	NBC	3.4/7

*indicates premiere episode

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duction in Toronto for a 1985 theatrical release. The film's plot revolves around Big Bird, who is persuaded to leave Sesame Street to live with a family of Dodo birds. He has second thoughts, however, and decides to return to Sesame Street, not realizing it is a thousand miles from the Dodos. A cross-country search by Big Bird's Sesame Street friends ensues. The movie's producer, the Children's Television Workshop (creator of the television series), expects to distribute the film internationally.

In the marketplace

Hanna-Barbera Productions will introduce a new, first-run, 90-minute, Sunday morning children's series, *The Funtastic World of Hanna-Barbera*, in September 1985, and will produce 41 new, half-hour episodes of *The Jetsons*, a children's program first produced and released by the company in 1962. The new segments will be combined with the original 24 episodes in a new 65-half-hour package to be syndicated as a daily strip, also starting in the fall of 1985. The *Funtastic* series will include three original, animated, half-hour series, with titles to be announced at next January's NATPE International convention. The combined budget of the two new projects is reportedly between $20 million and $22 million. Both program packages will be sold by Worldvision Enterprises, a sales and syndication subsidiary of Taft Broadcasting Co. The Taft unit is a part of Taft Entertainment Co., which owns Hanna-Barbera. *The Jetsons*, which has appeared on all three commercial networks, continues in syndication in 80 domestic markets and in 55 countries.

Business

Independent TV takes 54% spent by top 25 spot advertisers, according to INTV

Independent television stations garnered 54% of advertising placed by the top 25 spot advertisers in the first half of 1984, totalling $339,545,000, says the Association of Independent Television Stations. (Those top 25 advertisers were calculated by the Television Bureau of Advertising.)

Also, according to INTV, the top 25 national advertisers on independent TV stations spent $344,484,000 in the first six months of 1984. This amount was said to be 57% of the total allocated by these 25 advertisers to spot television during the period.

The listing of advertisers for both compilations were similar. Procter & Gamble, for instance, was in the number-one spot on both lists with independent expenditures for the six months of $56,508,000. In the runner-up position was General Foods with independent spending of $29,103,000, followed by General Mills, $28,939,000, and Anheuser-Busch, $23,127,000.

Broadcast Advertisers Reports was used to estimate total spot TV expenditures. BAR's special 15-market tabulation was used to arrive at independent shares. □

	Advertiser	Independent expenditures	Independent share (%)
1.	Procter & Gamble	$56,508,000	69
2.	General Foods	29,103,000	62
3.	General Mills	28,939,000	78
4.	Anheuser-Busch	23,127,000	88
5.	Pepsico	17,714,000	42
6.	Warner-Lambert	15,116,000	81
7.	Kellogg	13,494,000	74
8.	Mars	13,257,000	68
9.	Toyota Motor Sales	13,191,000	52
10.	Coca-Cola	12,032,000	51
11.	Lever Bros.	11,366,000	41
12.	Dart & Kraft	11,329,000	41
13.	Philip Morris	11,090,000	47
14.	A.H. Robins	9,820,000	56
15.	Nabisco	8,840,000	49
16.	Time Inc.	8,732,000	55
17.	Nissan Motors	8,380,000	38
18.	American Home Products	8,017,000	52
19.	MCI Communications	7,056,000	38
20.	Ford	6,658,000	30
21.	ITT	6,266,000	42
22.	Gillette	6,253,000	81
23.	Wrigley.	6,196,000	70
24.	Colgate-Palmolive	6,086,000	55
25.	Reynolds Metals	5,914,000	64
Top 25		$344,484,000	57%

Top advertisers and categories on independent stations January-June 1984

Category	Total spot TV expenditures	Independent share of spot TV (%)	Independent expenditures
1. Food & food products	409,190,000	46	188,227,000
2. Automotives	284,087,000	35	99,430,000
3. Confectionary & soft drinks	161,192,000	53	85,432,000
4. Toiletries & toilet goods	108,431,000	53	57,468,000
5. Travel, hotels & resorts	100,734,000	24	24,176,000
6. Consumer services	95,192,000	29	27,606,000
7. Beer & wine	93,012,000	49	45,576,000
8. Household equip. & supplies	77,430,000	45	34,844,000
9. Proprietary medicines	72,836,000	55	40,060,000
10. Publishing & media	53,960,000	44	28,142,000
11. Soaps, cleansers & polishes	59,693,000	57	34,025,000
12. Gasoline, lubricants & other fuels	49,928,000	37	18,473,000
13. Apparel, footwear & accessories	44,382,000	44	19,528,000
14. Insurance	34,012,000	43	14,625,000
15. Sporting goods & toys	31,299,000	83	25,978,000
16. Pet foods & supplies	30,133,000	47	14,163,000
17. Horticulture	30,026,000	27	8,107,000
18. Office equipment, computers & copiers	28,706,000	21	6,028,000
19. Jewelry, optical goods & cameras	26,919,000	45	12,114,000
20. Building material, equipment & fixtures	25,018,000	47	12,009,000
Top 20	$1,826,180,000	44%	$796,011,000

	Advertiser	Total spot TV expenditures	Independent share of spot TV (%)	Independent expenditures
1.	Procter & Gamble	$81,896,000	69	56,508,000
2.	General Foods	46,941,000	62	29,103,000
3.	Pepsico	42,176,000	42	17,714,000
4.	General Mills	37,101,000	78	28,939,000
5.	Lever Bros.	27,722,000	41	11,366,000
6.	Dart & Kraft	27,631,000	41	11,329,000
7.	Anheuser-Busch	26,281,000	88	23,127,000
8.	Toyota	25,368,000	52	13,191,000
9.	Philip Morris	23,596,000	47	11,090,000
10.	Coca-Cola	23,593,000	51	12,032,000
11.	Ford	22,194,000	30	6,658,000
12.	Nissan Motors	22,053,000	38	8,380,000
13.	General Motors	19,628,000	30	5,888,000
14.	Mars	19,495,000	68	13,257,000
15.	Warner-Lambert	18,662,000	81	15,116,000
16.	MCI Communications	18,569,000	38	7,056,000
17.	Kellogg	18,235,000	74	13,494,000
18.	Nabisco	18,041,000	49	8,840,000
19.	A.H. Robins	17,536,000	56	9,820,000
20.	Time	15,876,000	55	8,732,000
21.	Beatrice	15,474,000	22	3,404,000
22.	American Home Products	15,417,000	52	8,017,000
23.	ITT	14,920,000	42	6,266,000
24.	Nestle	13,878,000	36	4,996,000
25.	R.J. Reynolds	12,433,000	42	5,222,000
Total		$625,716,000	54%	$339,545,000

Source: BAR, January-June 1984. Barcume for total spot TV expenditures; Bar special 15-market tabulation for Independent shares. Independent expenditures estimated by multiplying Independent share by total spot TV expenditures.

Yuma. By MO&O, Aug. 17.

- Wedgefield and Eastover, S.C.—Eastover Broadcasting Co., et al. FM proceeding. Granted motion by W. Erwin and Gail S. Branham to add community issue for Eastover and Wedgefield Communications. By MO&O, Aug. 13.
- Wedgefield and Eastover, S.C.—Eastover Broadcasting Co., et al. FM proceeding. Granted motion by Eastover and dismissed its app. for Wedgefield with prejudice. By order, Aug. 15.

ALJ John M. Frysiak made the following rulings:

- Kailua-Kona, Hawaii—Abell Communications Corp., et al. FM proceeding. Granted joint motion by Abell and Fakas Broadcasting and dismissed Abell's app. with prejudice. By MO&O, Aug. 13.
- Magee, Miss.—Magee Broadcasting Co. and Wyatt-Clark Broadcasting. TV proceeding. Granted request by Magee and dismissed its app. with prejudice. Granted Wyatt-Clark's app. for a new TV station on ch. 34 in Magee. By order, Aug. 17.
- Temple, Tex.—Temple Broadcasting Co., et al. FM proceeding. By separate orders granted request by Aztlan Broadcasting Co. and dismissed it app. with prejudice. Granted motion for partial summary decision and resolved city coverage issue in favor of Bell County Broadcasting Co. By MO&O and order, Aug. 10 & 13.

Call letters

Applications

Call	*Sought by*
	New TV's
KBTV	Iowa Television Authority, Des Moines, Iowa
KKEC	Arapahoe Silent Majority, Topeka, Kan.
KTRG	TRG Broadcasting Systems Inc., Jacksonville, Tex.
	Existing AM's
WAYE	WTWG Good News Broadcasting Co., Birmingham, Ala.
KSKQ	KZLA Spanish Broadcasting System of California Inc., Los Angeles
KLUP	KTEW Audiophase Communications Inc., Poteau, Okla.
KLTQ	KWHO Sunrise-Utah Inc., Salt Lake City
KGNW	KSPL Edward G. Atsinger III, Seattle
	Existing FM's
KZSO-FM	KVML-FM Melvin Winters, Sonora, Calif.
KIZS	KSPL Florence M. Gaskey, Weed, Calif.
KQWK	KDBQ Heartland Broadcasting Inc., Pittsburg, Kan.
WBKJ	WKOZ-FM H. Mims Boswell, Jr., Kosciusko, Miss.
KZZE	KLUP Audiophase Communications Inc., Poteau, Okla.
KIST	KGVL-FM First Greenville Corp., Greenville, Tex.
KLTQ-FM	KWHO-FM Sunrise-Utah Inc., Salt Lake City
KZZU	KREM-FM Highsmith Broadcasting Co., Spokane, Wash.
	Existing TV
WSCV	WKID Blair Television Owned Stations of Florida Inc., Fort Lauderdale, Fla.

Grants

Call	*Assigned to*
	New AM's
WXWY	Opal Carrol Coley, Robersdale, Ala.
KRDZ	High Country Radio, Granby, Colo.
KTGG	Spring Arbor College, Spring Arbor, Mich.
KNPE	Mitchell Broadcasting Co., Bellevue, Neb.
WGCR	Edco Communications, Brevard, N.C.
KQLX	Sheyenne Valley Broadcasting Inc., Lisbon, N.D.
KKQA	Timothy H. Bowers-Irons, Nephi, Utah
	New FM's
KDEJ	The Airwaves Ltd., Anchorage
*KFLR-FM	Family Life Broadcasting Inc., Phoenix
KKSY	John Paul Capps, Bald Knob, Ark.
*WEGS	Florida Public Radio Inc., Milton, Fla.
*WLPE	Augusta Radio Fellowship Institute Inc., Augusta, Ga.
KIEF	Radio K-57 Inc., Agana, Guam
WZDM	The Original Co., Vincennes, Ind.
KUOO	Campus Radio Co., Spirit Lake, Iowa
WMDJ-FM	Floyd County Broadcasting Co., Allen, Ky.
WBBN	Communications Associates, Taylorsville, Miss.
*WJPZ-FM	WJPZ Radio Inc., Syracuse, N.Y.
*WNYW	The Public Broadcasting Council of New York Inc., Watertown, N.Y.
WGSI	God's Station Inc., Russell, Pa.
KRRS	Grande Broadcasting Co., Hamlin, Tex.
WPUF	Hanover Radio Inc., Mechanicsville, Va.
	New TV's
WPFP-TV	Television Community Broadcasting Inc., Dothan, Ala.
WTXT	Community Service Broadcasting, Huntsville, Ala.
KMEC	Arapahoe Silent Majority, Lewistown, Mont.
WYED	Group H. Broadcasting Corp., Goldsboro, N.C.
*WUNP-TV	University of North Carolina, Roanoke Rapids, N.C.
KUTF	Willamette Valley Broadcasting Co., Salem, Ore.
WJFB	Joe F. Bryant, M.D., Lebanon, Tenn.
KUEC	Arapahoe Silent Majority Inc., Ogden, Utah
	Existing AM's
WWWO	WMIB Arkelian Broadcasting Co., Marco Island, Fla.
WBUL	WSAC Altes Broadcastng Corp., Fort Knox, Ky.
WSSH	WLLH WLLH Inc., Lowell, Mass.
WKLT	WTGE Northern Radio of Michigan Inc., Kalkaska, Mich.
KYTY	KHDN Custer Communications Inc., Hardin, Mont.
WBZI	WGIC Baker Broadcasters Inc., Xenia, Ohio
KGHR	KQAQ Austin Broadcasting Co., Austin, Minn.
WKDM	WBNX United Broadcasting Co. of New York, New York
WMOC	WZRA D. Stephen Hollis, Chattanooga
KDAE	KIKN Stereo Broadcasting Corp., Sinton, Tex.
	Existing FM's
KXCC-FM	KLPC-FM Golden Coast Broadcasting Inc., Lompoc, Calif.
*KRRR	KRTM Penfold Communications Inc., Temecula, Calif.
WMJB	WRNZ ComCast Inc., Wrens, Ga.
*KFRA-FM	KUID Washington State University, Moscow, Idaho
WHYR	WPIG Vacationland Broadcasting Services Inc., Saco, Me.
WKLT-FM	WKLT Northern Radio of Michigan Inc., Kalkaska, Mich.
KATM	KHDN-FM Custer Communications Co., Hardin, Mont.
KYRK-FM	KEER Donrey of Nevada Inc., Las Vegas
KPSA-FM	KALG-FM Cottonwood Communications Corp., La Luz, N.M.
*WJGT	WSLU The Saint Lawrence University, Canton, N.Y.
*WSLU	WJGT The Saint Lawrence University, Canton, N.Y.
WBZI-FM	WBZI Baker Broadcasts Inc., Xenia, Ohio
*WJTL	WPTG Joy Public Broadcasting Corp., Lancaster, Pa.
KRYS-FM	KBCB TETCO Inc., Corpus Christi, Tex.
KQZY	KOAX Westinghouse Broadcasting and Cable Inc., Dallas
KLAK	KALK Stansell Communications Inc., Denison, Tex.
WJJR	WHWB-FM Media Concepts Inc., Rutland, Vt.
KZHR	KENE-FM Mike Mortonick, Steve Mortonick & Thomas D. Hodgins, Toppenish, Wash.
WMGP	WIBZ Parkersburg-Marietta Broadcasting Inc., Parkersburg, W.Va.
	Existing TV's
KATN	KKTU-TV Fairbanks Television Inc., Fairbanks, Alaska
KFOM-TV	KONY The Village Square, Thief River Falls, Minn.
KDFI-TV	KTWS-TV Dallas Media Investors, Dallas

Summary of broadcasting
as of July 31, 1984

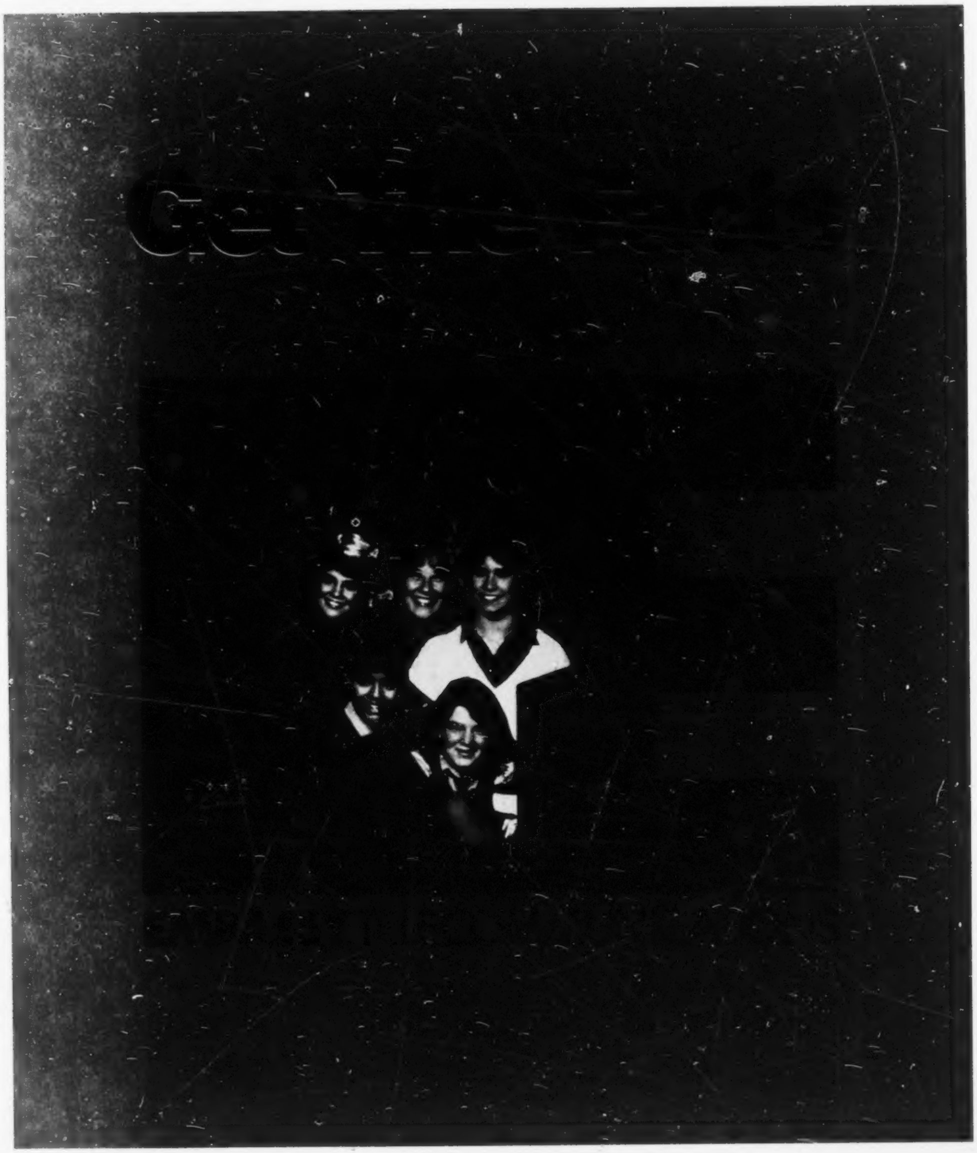
Service	**On Air**	**CP's**	**Total ***
Commercial AM	4,750	170	4,920
Commercial FM	3,618	418	4,036
Educational FM	1,153	173	1,326
Total Radio	9,521	761	10,231
FM translators	789	444	1,233
Commercial VHF TV	536	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	197	74	271
UHF LPTV	93	136	229
Total LPTV	290	210	500
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

C1750-1

The Fifth Estate

Broadcasting Sep 10



53d Year 1984

Mutual at 50

Vol. 107 No. 11

Broadcasting Sep 10

Networks fall schedule: a return to the familiar
Coverage from Eastern Cable, home earth station shows
Mutual Broadcasting at 50

FALL REPRISE □ Networks begin showing their fall programing hands as premieres are telecast. NBC has the most new series; detective shows popular. **PAGE 31.**

OPEN MINDS □ Following meeting in Washington, NCTA board says it will remain flexible on cable bill negotiations. **PAGE 33.**

SLOWDOWN IN ATLANTA □ Number of exhibitors and attendees for Eastern Cable Show are off from previous years; still there are plenty of technical, legislative and bottom-line problems to talk about. **PAGE 34.**

FAIRNESS DOCTRINE COMMENTS □ Broadcasters file comments in favor of repeal of FCC's fairness doctrine. NTIA questions whether agency has jurisdiction. **PAGE 37.**

COMING TO A HEAD □ Upcoming meeting of Intelsat's board of governors filled with controversial items. **PAGE 38.**

GOLDEN ANNIVERSARY □ Mutual Broadcasting celebrates its 50th anniversary this month. In this special report BROADCASTING looks at the first 50 years, **PAGES 43-58,** and at Mutual today and tomorrow **PAGES 58-64**. BROADCASTING also interviews the proud parents, Amway Corp., for a view of what course that firm has set for the radio network. **PAGE 66.**

FOR RENT □ Some cable operators are countering the competition from VCR's by going into the cassette rental business. **PAGE 79.**

LAUGHING MATTER □ First programing vehicle from The New Program Group (Metromedia, Hearst, Gannett, Storer and Taft) will be comedy. **PAGE 80.**

SORRY, WRONG LETTERS □ Judge in Indiana rules that station has to change call letters because most recent call sounded too much like neighboring station. **PAGE 90.**

THROUGH THE RANKS □ President Reagan nominates Mary Azcuenaga to Pertschuk's spot on FTC. **PAGE 90.**

HOMEWARD BOUND □ Flourishing home earth station industry meets in Nashville with over 500 manufacturers and distributors on hand. Chief on list of topics: technical and economic problems surrounding scrambling, and legal problems of backyard reception. **PAGE 92.**

TWO SHALL BECOME □ Comsat, Prudential and UPI principals reach agreement on new DBS venture which will incorporate USCI and STC. **PAGE 96.**

RADIORADIO □ Over 5,000 expected for first joint convention of NAB and NRBA, the Radio Convention and Programing Conference next week in Los Angeles. **PAGE 98.**

MUSIC MAN □ Al Ham, creator of "The Music of Your Life" radio format, has turned his music into gold. **PAGE 119**

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Bennett

like this to make them happen," explained Bennett, adding in the same breath that it was not a plan "against the networks" or an attempt to establish a fourth network. "I don't want it to be construed that all our efforts will be joint projects," Bennett said. "Where it's possible we'll work together to help spread the risk."

The first project will probably be produced on the West Coast, although Bennett and others would not specifically say if it would be done at Metromedia's Metrotape studios at KTTV(TV) Los Angeles. The first project will be distributed by Metromedia Producers Corp. to stations outside the group. The partners said it was not determined if the first show would contain any national barter advertising spots.

Only six new off-network half hours are expected to be available in syndication between now and 1987. Bennett said the economics have reached the point where station groups can produce their own programing. Bennett said the half-hour situation comedy NPG is planning will have "production values and cost equal to network production budgets," which range between $300,000 and $400,000 per episode.

Each partner's interest in NPG will be based on the percentage of national coverage its station group represents within the group. For example, Metromedia, whose television stations cover nearly 24% of the U.S. television households, represents slightly more than half the coverage area of the group's 45% coverage and thus has slightly over half the interest in the venture.

Another factor is duplicative markets: Metromedia, Gannett and Storer all have stations in Boston; Gannett and Storer have stations in Atlanta; Hearst and Storer have stations in Milwaukee, and Taft and Hearst have stations in Kansas City. The group has circumvented this obstacle by agreeing to rotate the projects among stations in duplicative markets.

Noted Lucille S. Salhany, vice president of broadcast and cable programing for partner Taft Broadcasting, in outlining the scope of the project: "There's no reason to get involved in this project if you're not going to strive to have the highest quality." Salhany said speculation that NPG was formed to counter the networks is erroneous. "This is just something new. It's not going to bring down ABC, CBS, or NBC. Far from it. It's really only supplementary [programing]." ☐

Academy shifts. Actress Diana Muldaur, president of the Academy of Television Arts and Sciences, has accepted the resignation of Herman Rush as a member of the executive, building, finance, and budget committees of the organization, based in North Hollywood, Calif. Rush, president of Columbia Pictures Television Group, was recently defeated (Aug. 9) by Leo Chaloukian in a bid for re-election as second vice president of the academy. In an Aug. 20 resignation letter sent to fellow ATAS board members, Rush charged that, since Muldaur assumed her position one year ago, favoritism has been exercised in the appointment of executive committee members, the organization's finances have fallen into disarray and its bylaws have not been properly observed. "I am hopeful that the new [ATAS] officers can convince you to function in a more open and democratic fashion," Rush told Muldaur in his letter, adding he feels "a strong sense of deterioration" surround the academy. He also released internal correspondence from ATAS Foundation President Robert F. Lewine charging that the current ATAS administration has "emasculated" the ATAS unit through its recent actions. Muldaur has not made a public response to the accusations, other than to acknowledge that "a small minority" within the academy "disagrees with the direction the majority has elected to take."

Movie reruns push ABC to the top

ABC was the leader again in the prime time ratings race last week, winning the week ended Sept. 2 with a 12.3/23, compared to an 11.9/22 for NBC and CBS's 11.1/21. ABC was pushed to the front with its showing of "Velvet" on its *Monday Night Movie*, which earned a 14.4/24 and was the eighth-ranked show of the week, and a repeat of "Coma" on a Tuesday night *Movie Special*, which pulled a 16/28 and was the third-ranked show of the week.

ABC's *Call to Glory*, the new Monday night series which will replace the previously scheduled *Streethawk* on the fall lineup, drew a 14.1/25 for its third broadcast, down substantially from the 24.8/44 it recorded for its two hour premiere and a 15.8/29 it scored on its second outing.

ABC won Wednesday, Friday, Saturday and Sunday nights, while NBC won Monday and Tuesday and CBS captured Thursday. The highest rated nightly win for the week was CBS's Thursday night victory when it drew a 16 rating based on repeats of its regular lineup of *Magnum, P.I.* and *Simon & Simon*, along with the scheduling of *Mike Hammer* in the 10-11 period usually reserved for *Knots Landing*. *Simon & Simon* was the top-rated show of the week, earning an 18.7/32.

CBS's summer comedy series, *Comedy Zone*, earned a 6.5/14 in its Friday 8-9 period, ranking 66 out of 69 programs and the lowest performance of its three broadcasts. NBC's pilot *P.O.P.* on Wednesday between 9:30 p.m. and 10 p.m., scored an 11/20, the 30th ranked show of the week.

Rank	Show	Network	Rating/Share
1.	Simon & Simon	CBS	18.7/32
2.	V, Part 2	NBC	16.9/28
3.	Coma	ABC	16.0/28
4.	A Team	NBC	15.9/30
5.	Magnum, P.I.	CBS	15.3/29
6.	Facts of Life	NBC	14.9/25
7.	Dynasty	ABC	14.7/25
8.	Velvet	ABC	14.4/24
9.	20/20	ABC	14.2/26
10.	Riptide	NBC	14.2/25
11.	Mike Hammer	CBS	14.1/25
12.	Cheers	NBC	14.1/25
13.	Call to Glory	ABC	14.1/25
14.	Fall Guy	ABC	14.0/26
15.	Love Boat	ABC	13.8/27
16.	Family Ties	NBC	13.8/25
17.	Dallas	CBS	13.6/26
18.	Hotel	ABC	13.6/26
19.	Women of Chastity Gulch	ABC	13.2/25
20.	Night Court	NBC	13.2/22
21.	TV-Censored Bloopers	NBC	13.1/23
22.	60 Minutes	CBS	12.9/31
23.	Remington Steele	NBC	12.9/24
24.	Falcon Crest	CBS	12.8/25
25.	Webster	ABC	12.6/26
26.	Gimme A Break	NBC	12.5/25
27.	Jennifer Slept Here	NBC	12.3/22
28.	Hill Street Blues	NBC	12.0/22
29.	Silver Spoons	NBC	11.8/24
30.	P.O.P.	NBC	11.8/20
31.	Matt Houston	ABC	11.7/22
32.	St. Elsewhere	NBC	11.5/22
33.	Double Trouble	NBC	11.5/22
34.	Kate & Allie	CBS	11.4/19
35.	Benson	ABC	11.2/25
36.	Newhart	CBS	11.1/18
37.	Bosom Buddies	NBC	10.9/21
38.	Mazes and Monsters	CBS	10.9/20
39.	Scarecrow & Mrs. King	CBS	10.9/19
40.	Three's Company	ABC	10.8/19
41.	Cagney & Lacey	CBS	10.8/18
42.	Sunburn	CBS	10.6/21
43.	Diff'rent Strokes	NBC	10.5/23
44.	Mama's Family	NBC	10.5/20
45.	One Day At A Time	CBS	10.4/23
46.	Gentleman Bandit	CBS	10.3/18
47.	Hardcastle & McCormick	ABC	10.2/21
48.	Invasion Force	NBC	10.2/20
49.	Alice	CBS	10.0/18
50.	Trapper John, M.D.	CBS	9.9/19
51.	Foulups, Bleeps & Blunders	ABC	9.9/19
52.	T.J. Hooker	ABC	9.7/20
53.	Knight Rider	NBC	9.6/19
54.	Master	NBC	9.5/20
55.	NFL Football	NBC	9.4/24
56.	Jeffersons	CBS	9.3/18
57.	Streets	NBC	9.0/17
58.	ABC Comedy Special	ABC	8.9/18
59.	Goodnight, Beantown	CBS	8.6/17
60.	AfterMASH	CBS	8.5/17
61.	Crossroads	CBS	8.0/15
62.	Domestic Life	CBS	8.0/14
63.	Airwolf	CBS	7.7/16
64.	Legs	ABC	7.6/14
65.	Legmen	NBC	6.9/14
66.	Comedy Zone	CBS	6.5/14
67.	Ripley's Believe It Or Not	ABC	6.3/15
68.	Summer Sunday USA	NBC	4.1/10
69.	U.S. Amateur Golf	ABC	3.2/8

*indicates premiere episode

aux. power generator. App. Aug. 31.

■ *New (91.3 mhz) Pocatello, Idaho—Seeks CP to change TL; change ERP to .713 kw; change HAAT to 837.88 ft., and make changes in ant. sys. App. Aug. 29.

Accepted

■ KCMJ-FM (92.7 mhz) Indio, Calif.—Seeks CP to change ERP to 0.946 kw. App. Aug. 30.

■ *KRZA (88.7 mhz) Alamosa, Colo.—Seeks CP to change ERP to 9.76 kw; change HAAT to 2,078 ft., and move ant. site. App. Aug. 30.

■ *WBCX (89.1 mhz) Gainesville, Ga.—Seeks CP to change ERP to 835 kw and change HAAT to 544 ft. App. Aug. 30.

■ KMFE-FM (101.7 mhz) Emmett, Idaho—Seeks CP to change SL to Meridian, Idaho. App. Aug. 30.

■ WKOA (104.9 mhz) Bekin, Ill.—Seeks mod. of lic. to install new transmission sys. App. Aug. 31.

■ KWK-FM (106.5 mhz) Granite City, Ill.—Seeks CP to change TL; change ERP to 93 kw, and change HAAT to 1010.24 ft. App. Aug. 30.

■ WTAO-FM (104.9 mhz) Murphysboro, Ill.—Seeks CP to change HAAT to 328 ft. App. Aug. 30.

■ WNAP (93.1 mhz) Indianapolis—Seeks CP to make changes in ant. sys. App. Aug. 31.

■ WQXE (100.1 mhz) Elizabethtown, Ky.—Seeks CP to change TL and change HAAT to 300 ft. App. Aug. 30.

■ WLYT (92.5 mhz) Haverhill, Mass.—Seeks CP to change TL; change ERP to 20.4 kw, and change HAAT to 710.6 ft. App. Aug. 30.

■ WHEB-FM (100.3 mhz) Portsmouth, N.H.—Seeks CP to change ERP to 50 kw; change HAAT to 47 ft., and change ant. App. Aug. 30.

■ KMGZ (95.3 mhz) Lawton, Okla.—Seeks CP to install aux. transmitter and ant. App. Aug. 30.

■ New (103.1 mhz) Russell, Pa.—Seeks CP to change TL. App. Aug. 30.

■ KIVY-FM (92.7 mhz) Crockett, Tex.—Seeks CP to change HAAT to 300 ft. App. Aug. 30.

■ KTXQ-FM (102.1 mhz) Fort Worth—Seeks CP to install aux. ant. App. Aug. 30.

■ WPKX-FM (105.9 mhz) Woodbridge, Va.—Seeks CP to change TL; change ERP to 17.6 kw, and change HAAT to 671 ft. App. Aug. 30.

■ WHLX (105.5 mhz) Bethlehem, W.Va.—Seeks CP to change TL. App. Aug. 30.

■ WBTQ (93.5 mhz) Buckhannon, W.Va.—Seeks CP to make changes in ant. sys. App. Aug. 30.

■ New (93.1 mhz) Riverton, Wyo.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 884 ft. App. Aug. 31.

TV's

Accepted

■ WBFS-TV (ch. 33) Miami—Seeks MP to move SL outside of community of lic. App. Aug. 31.

■ New (ch. 25) Gulfport, Miss.—Seeks MP to change ERP to vis. 2,240 kw, aur. 224 kw; change HAAT to 1,600 ft., and change TL. App. Aug. 31.

■ WMIB-TV (ch. 49) Buffalo, N.Y.—Seeks MP to change ERP to vis. 2,690 kw, aur. 269 kw; change HAAT to 1,330 ft; change ant., and change TL. App. Aug. 31.

Actions

AM's

■ WFYM (1300 khz) Temple Terrace, Fla.—Dismissed app. to change SL to 1711 West Kennedy Blvd., Tampa, Fla. Action Aug. 14.

■ KIIX (600 khz) Fort Collins, Colo.—Granted app. to operate by remote control from main SL. Action Aug. 27.

■ WDDD (810 khz) Johnson City, Ill.—Granted app. to change TL. Action Aug. 23.

■ WCSY (940 khz) South Haven, Mich.—Granted app. to change TL. Action Aug. 23.

■ WTWZ (1150 khz) Clinton, Miss.—Granted app. to change freq. to 1120 khz and change power to 2.5 kw. Action Aug. 24.

■ WINR (680 khz) Binghamton, N.Y.—Granted app. to operate by remote control from main SL. Action Aug. 20.

■ KSLR (630 khz) San Antonio, Tex.—Granted app. to change SL to 5430 Fredericksburg Rd., Suite 504, San Antonio, and to operate by remote control from that SL. Action Aug. 27.

FM's

■ KARZ (106.1 mhz) Burney, Calif.—Granted app. to change TL and change HAAT to 1,977 ft. Action Aug. 23.

■ WGER-FM (102.5 mhz) Bay City, Mich.—Granted app. to change TL. Action Aug. 29.

■ WWCK-FM (105.5 mhz) Flint, Mich.—Dismissed app. to change ERP to 3 kw and change HAAT to 328 ft. Action Aug. 28.

TV's

■ KEET (ch. 13) Eureka, Calif.—Granted app. to change ERP to vis. 187 kw, aur. 28 kw and change transmitter. Action Aug. 24.

■ KRBK-TV (ch. 31) Sacramento, Calif.—Granted app. to change HAAT to 1,830 ft.; change TL, and change ant. Action Aug. 24.

■ WTVF (ch. 5) Nashville—Granted app. to change HAAT to 1,390 ft. Action Aug. 29.

■ *KLUJ (ch. 44) Harlingen, Tex.—Granted app. to change ERP to vis. 9.2 kw, aur. 1.7 kw and change HAAT to 438 ft. Action Aug. 29.

Call letters

Applications

Call	Sought by
	Existing AM's
WBYL	WDAX Albert P. Hopkins Jr., McRae, Ga.
WSYY	WMKR Katahdin Broadcasting Inc., Millinocket, Me.
	Existing FM's
KZSO	KVML-FM Melvin Winters, Sonora, Calif.
WKIV	WDAX-FM Albert P. Hopkins Jr., McRae, Ga.
WSYY-FM	WKTR Katahdin Broadcasting Inc., Millinocket, Me.

Summary of broadcasting
as of July 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,750	170	4,920
Commercial FM	3,618	418	4,036
Educational FM	1,153	173	1,326
Total Radio	9,521	761	10,231
FM translators	789	444	1,233
Commercial VHF TV	536	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	197	74	271
UHF LPTV	93	136	229
Total LPTV	290	210	500
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

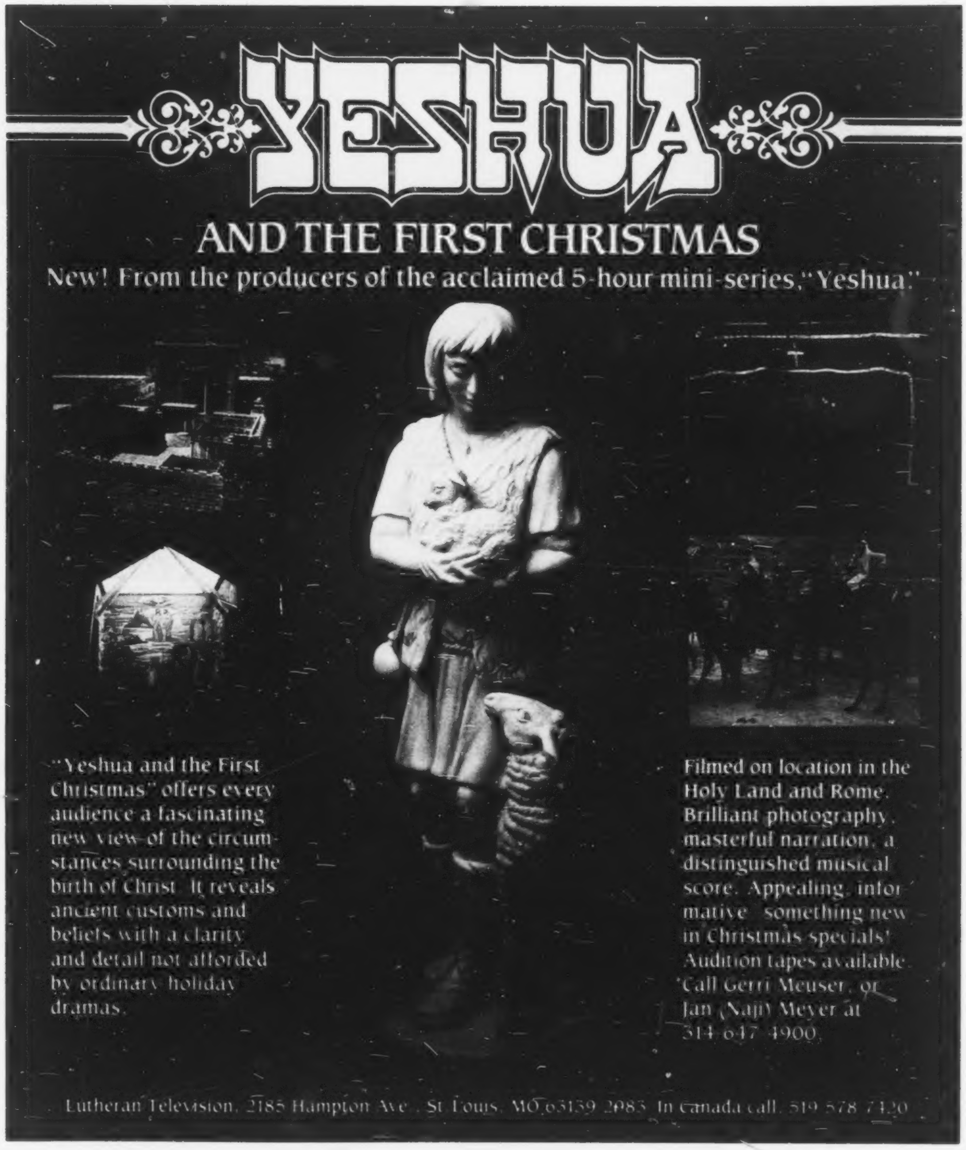
Grants

Call	Assigned to
	New AM's
WWTG	James J. McCluskey, Stanwood, Mich.
WHRY	Big G. Little O. Inc., Hurley, Wis.
	New FM's
WQZX	Haynes Broadcasting Inc., Greenville, Ala.
*KMRO	The Assoc. for Community Education Inc., Camarillo, Calif.
WBPK	Foothills Communications Associates Inc., Flemingsburg, Ky.
WITW	Mighty-Mac Broadcasting Co., Cadillac, Mich.
KZEN	Osage Radio Inc., Central City, Neb.
WMTK	White Mountain FM Inc., Littleton, N.H.
WMQI	Larry W. Livesay, Robbinsville, N.C.
KDSR	Dianna L. Simpson, Williston, N.D.
*WMEJ	Maranatha Broadcasting Inc., Proctorville, Ohio
KTLT	Wichita Falls Communications, Wichita Falls, Tex.
WXXX	Champlain Valley Broadcasting Corp., S. Burlington, Vt.
	New TV's
KNHH	GACO Communications Corp., Houma, La.
KMHO	Matlock Communications Inc., La Grange, Ore.
KRRT	Hispanic American Broadcasting of Texas Inc., Kerrville, Tex.
	Existing AM's
KIKX	KIIQ Wiskes/Abaris Communications KIIQ, Manitou Springs, Colo.
KCNM	WSZE Inter-Island Communications Inc., Marianas Islands of Saipan
WLTS	WYAT Phase II Broadcasting Inc., New Orleans
WBAG	WQRB Falcon Communications Inc., Burlington, N.C.
KLUP	KTEW Audiophase Communications Inc., Poteau, Okla.
	Existing FM's
KIKX-FM	KIIQ-FM Wiskes/Abaris Communications KIIQ, Manitou Springs, Colo.
WLTS-FM	WLTS Phase II Broadcasting Inc., Slidell, La.
KZMI	WSZE-FM Inter-Island Communications Inc., Marianas Islands of Saipan
WZOU	WCOZ WHDH Corp., Boston
KMMC	KSMO-FM Ultra-Sonic Broadcast Stations Inc., Salem, Mo.
*WCQS-FM	WUNF-FM Western North Carolina Public Radio Inc., Asheville, N.C.
WZZU	WBAG Villcom Broadcasting Inc., Burlington, N.C.
KZZE	KLUP Audiophase Communications Inc., Poteau, Okla.
WKXS	WATP-FM Winfas of South Carolina Inc., Marion, S.C.
KIKT	KGVL-FM First Greenville Corp., Greenville, Tex.
	Existing TV's
KHNL	KHNL-TV Mid-Pacific Television Associates, Honolulu

C1750-1 A

The Fifth Estate

Broadcasting ⚡ Sep 17



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53d Year 1984

THE RADIO CONVENTION

Vol. 107 No. 12

Broadcasting ◻ Sep 17

TV ownership limits debated
Fall political advertising blitz begins
Radio Convention gets underway in L.A.

DOWN TO THE NETWORKS ◻ Senate Judiciary Committee hearings on FCC's television ownership changes finds Hollywood and some senators wary of network power; broadcasters united in market-reach approach to achieve compromise. **PAGE 27.** Program producers voice concerns about networks in FCC comments on multiple ownership proposals. **PAGE 30.**

AT THE TABLE ◻ NCTA and representatives of nation's cities meet this week to salvage cable bill. **PAGE 31.**

FALL BLITZ ◻ Presidential television advertising campaigns start in earnest as Reagan-Bush and Mondale-Ferraro commercials begin to appear. **PAGE 32.**

HOLLYWOOD WHIRLWIND ◻ Major changes at the top of three movie studios expected to effect Fifth Estate. **PAGE 34.**

RADIO RULES ROOST ◻ First jointly sponsored radio convention set to get under way in Los Angeles with theme, "Up With Radio." **PAGE 39.** The agenda appears on **PAGES 40-50.** Hospitality suite listings appear on **PAGE 50.** A complete rundown of the exhibitors begins on **PAGE 54.** BROADCASTING's annual look at the top 10 radio stations in the top 50 markets appears on **PAGES 68-80.**

ILLEGAL PROCEDURE ◻ INTV charges networks and colleges violated antitrust laws in signing television football contracts. **PAGE 84.**

CUTTING OFF CUT-OFFS ◻ FCC wants to abolish cut-off lists for future FM and TV applications. **PAGE 86.**

LAUGHING MATTER ◻ *Small Wonder*, situation comedy, will be first offering from New Program Group. **PAGE 94.**

INDAY DETAILS ◻ LBS and Tribune outline percentage of profits stations will receive in new joint programing venture. **PAGE 94.**

PEOPLEMETER ◻ British company to install new electronic rating device in Boston. **PAGE 95.**

DOWN TO THE WIRE ◻ UPI terminates Bill Small's contract; union vote on salary cutbacks due today. **PAGE 98.**

EYE PREVIEW ◻ CBS executives give predictions of business climate and technological changes at securities analysts meeting. **PAGE 101.**

OVER THE TOP ◻ Universal Broadcasting is the first broadcaster to buy an eighth radio station. **PAGE 105.**

IN ENGLAND ◻ International Broadcasting Convention set to open in Brighton this week. **PAGE 106.**

MANN's WORLD ◻ NRBA President Bernie Mann has brought a lot to the industry that he has "always loved." **PAGE 127.**

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TFT Inc. 1213
3090 Oakmead Village Dr., Santa Clara, Calif. 95051

FM modulation monitor, FM SCA modulation monitor, AM stereo exciter. **Staff:** John Leonard, Joe Wu, Tony Bryan, Henry Wu, Joe Borgonia.

Thomson-Lgt. 1016
37 Brownhouse Rd., Stamford, Conn. 06902

Solid state FM transmitters* from 10 w to 2,500 w, stereo generators, modulators, frequency synthesizers, LED devices, power amplifiers. **Staff:** Tom Creighton, Greg Morton.

TM Communications 3021
1349 Regal Row, Dallas 75247

Transmedia International 3014
1211 Dusky Thrush, Austin, Tex. 78746

TTC 3026
2360 Industrial Ln., Broomfield, Colo. 80020

Tune-In Publications 1430
2000 N. Loop West, Suite 100, Houston 77018

Country music and human interest magazine, Air-Play Magazine*, Rhythm & News Magazine*. **Staff:** Jonathan Fricke, Frank Kratch, Jim O'Neill, Jackie Wilson, Kirt Daniels.

2B Systems 1324
30105 Stephenson Hwy., Madison Heights, Mich. 48071

Manufacturer and marketer of promotional plastic card programs. **Staff:** James Tyler, Bruce Mansfield.

UPI 1124A
1400 Eye St., NW, Washington 20005

Urban Decision Systems 3000
2032 Armacost Ave., Los Angeles 90025

U.S. Advertising Service 3018
Box 8888, Amarillo, Tex. 79114

U.S. Tape & Label Corp. 1106
1561 Fairview, St. Louis 63132

Printer and marketer of bumper stickers, patches and labels. **Staff:** Byron Crecelius, Audrey Moore, James Eiseman.

Weather Services Corp. 1027
131A Great Rd., Bedford, Mass. 01730

Weather service. **Staff:** George Stamos, Joseph Zona.

Wold Communications 1207
10880 Wilshire Blvd., Los Angeles 90024

Station clearance for UCLA games, Aloha Bowl and Hula Bowl*, transmission services for radio stations. **Staff:** Robert N. Wold, Gary Worth, Robert E. Wold, Thomas Bartunek, Dorothy Marsh, James Burke, Ian Joseph, Ellen Kimmelman, Gary Luhrman, Steven Napoli, Dick Marsh, Brian Lookofsky, John Chin, Paula Aldridge, John Walker, Steve Colley.

York Radio Network 3017
112 N. Third St., Suite 201, Minneapolis 55401

Adult contemporary rules the ratings

CHR is next in top 50 markets; country and easy listening are tied for third, AOR is fourth

BROADCASTING's annual survey of the top 10 stations (including AM-FM combinations) in the top 50 markets, once again finds adult contemporary the leading format—airing on nearly 100 stations.

Finishing a strong second is the contemporary hit or top 40 format, which has witnessed a resurgence in popularity over the past year. Country and easy listening were in a virtual tie for third place followed by album-oriented rock (AOR) stations.

The survey is based on Arbitron Ratings' spring 1984 metro rankings (total persons, 12-plus, average quarter hour, Monday to Sunday, 6 a.m. to midnight). Format listings, which generally reflect the spring rating period, were compiled from various sources.

The Arbitron data is copyrighted and may not be reprinted or used in any form by nonsubscribers to Arbitron's radio ratings service.

1. New York

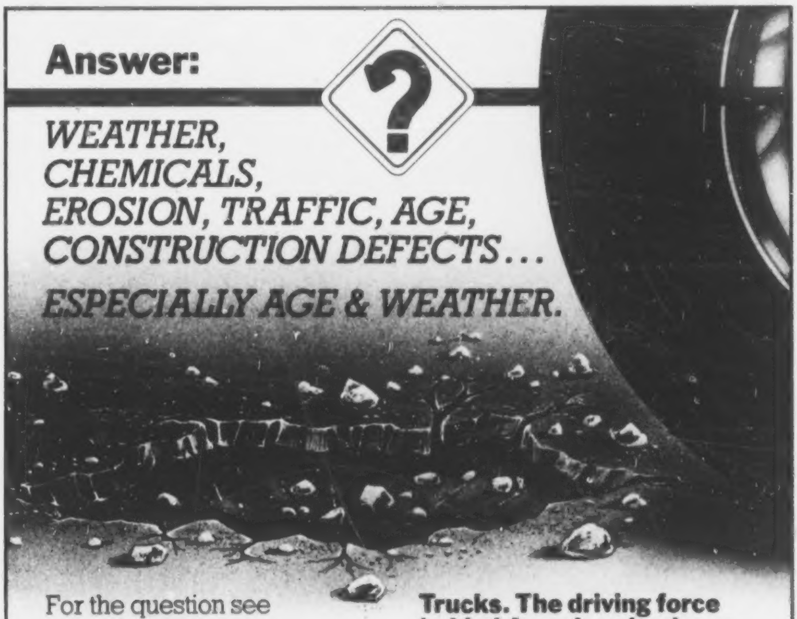
1.	WHTZ(FM)	contemp. hit	193,900
2.	WRKS-FM	urban contemp.	136,600
3.	WINS(AM)	news	123,400
4.	WPLJ(FM)	contemp. hit	118,800
5.	WOR(AM)	talk	112,300
6.	WRFM(FM)	easy listening	99,100
7.	WPAT-FM	easy listening	97,400
8.	WCBS(AM)	news	96,200
9.	WKTU(FM)	urban contemp.	88,100
10.	WCBS-FM	oldies	87,800

2. Los Angeles

1.	KIIS-FM	contemp. hit	146,300
2.	KABC(AM)	talk	114,400
3.	KBIG(FM)	easy listening	65,500
4.	KJOI(FM)	easy listening	65,100
5.	KLOS(FM)	AOR	59,000
6.	KMET(FM)	AOR	51,900
7.	KNX(AM)	news	45,300
8.	KFWB(AM)	news	44,000
	KKHR(FM)	contemp. hit	44,000
10.	KMPC(AM)	big band	43,300

3. Chicago

1.	WGN(AM)	MOR/talk	105,800
2.	WGCI(FM)	urban contemp.	73,500
3.	WLOO(FM)	easy listening	67,500
4.	WBMX(FM)	black contemp.	58,200
5.	WBBM-FM	contemp. hit	55,800
6.	WKQX(FM)	adult contemp.	54,900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7.	WBBM(AM)	news	53,900
8.	WMAQ(AM)	country	49,500
9.	WCLR(FM)	adult contemp.	48,900
10.	WLS-FM	contemp. hit	42,200

4. San Francisco

1.	KGO(AM)	talk	71,800
2.	KSOL(FM)	urban contemp.	42,300
3.	KCBS(AM)	news	35,400
4.	KNBR(AM)	adult contemp.	32,700
5.	KYUU(FM)	adult contemp.	29,800
6.	KFRC(AM)	contemp. hit	28,000
7.	KOIT(FM)	easy listening	25,000
	KSAN-FM	country	25,000
9.	KDIA(AM)	black contemp.	24,900
10.	KSFO(AM)	MOR	24,600
	KABL-FM	easy listening	24,600

5. Philadelphia

1.	KYW(AM)	news	63,700
2.	WEAZ(FM)	easy listening	59,800
3.	WUSL(FM)	urban contemp.	49,500
4.	WDAS-FM	black contemp.	45,900
5.	WCAU(AM)	news/talk	44,700
6.	WCAU-FM	contemp. hit	44,200
7.	WMMR(FM)	AOR	43,600
8.	WMGK(FM)	soft contemp.	43,100
9.	WIOQ(FM)	adult contemp.	34,900
10.	WWDB(FM)	talk	34,800

6. Detroit

1.	WJR(AM)	MOR/news/talk	77,400
2.	WJOI-FM	easy listening	57,300
3.	WJLB(FM)	black contemp.	40,200
4.	WRIF(FM)	AOR	36,700
5.	WXYZ(AM)	news/talk	36,200
6.	WLLZ(FM)	AOR	32,000
7.	WDRQ(FM)	urban contemp.	31,600
8.	WWJ(AM)	news	31,500
9.	WHYT(FM)	contemp. hit	31,100
10.	WNIC-FM	adult contemp.	29,500

7. Boston

1.	WBCN(FM)	AOR	51,000
2.	WXKS-FM	contemp. hit	45,800
3.	WBZ(AM)	contemp. MOR/talk	42,000
4.	WHDH(AM)	contemp. MOR	40,700
5.	WHTT-FM	contemp hit	35,500
6.	WEEI(AM)	news	27,400
7.	WRKO(AM)	talk	26,400
8.	WJIB(FM)	easy listening	26,100
9.	WVBF(FM)	adult contemp.	24,700
10.	WROR(FM)	adult contemp.	21,400

8. Houston-Galveston

1.	KKBQ-FM	contemp. hit	57,600
2.	KMJQ(FM)	black contemp.	48,900
3.	KODA(FM)	easy listening	45,600
4.	KSRR(FM)	AOR	39,800
5.	KIKK-FM	country	34,500
6.	KLOL(FM)	AOR	31,500
7.	KILT-FM	country	26,600
8.	KRBE-FM	adult contemp.	25,600
9.	KFMK(FM)	contemp. MOR	20,400
10.	KTRH(AM)	news/talk	19,100

9. Dallas-Fort Worth

1.	KVIL-FM	MOR	46,800
2.	KKDA-FM	urban contemp.	32,500
3.	KRLD(AM)	news	32,300
4.	KSCS(FM)	country	30,200
5.	WBAP(AM)	country	28,600
6.	KMEZ-FM	easy listening	27,100
7.	KAFM(FM)	contemp. hit	26,800
8.	KPLX(FM)	country	21,600
9.	KZEW(FM)	AOR	20,600
10.	KEGL(FM)	contemp. hit	19,700

10. Washington

1.	WKYS(FM)	urban contemp.	43,100
2.	WGAY-AM-FM	easy listening	41,800
3.	WHUR-FM	black contemp.	35,300
4.	WMAL(AM)	MOR	34,900
5.	WRQX(FM)	contemp. hit	27,500
6.	WAVA(FM)	AOR	27,300
7.	WLTT(FM)	adult contemp.	22,400
	WTOP(AM)	news	22,400
9.	WWDC-FM	AOR	20,600
10.	WMZQ(FM)	country	18,000

11. Miami-Fort Lauderdale

1.	WHYI(FM)	contemp. hit	42,700
2.	WLYF(FM)	easy listening	38,500
3.	WINZ-FM	contemp. hit	38,200
4.	WQBA(AM)	Spanish	36,700
5.	WINZ(AM)	news	19,400
6.	WAXY(FM)	adult contemp./oldies	18,700
	WAIA(FM)	adult contemp.	18,700
8.	WEDR(FM)	urban contemp.	17,300
9.	WRHC(AM)	Spanish	15,900
10.	WWJF(FM)	easy listening	15,600

12. Nassau-Suffolk, N.Y.

1.	WHTZ(FM)	contemp. hit	30,800
2.	WBLI(FM)	contemp. hit	30,500
3.	WALK-AM-FM	contemp. MOR	20,300
4.	WRFM(FM)	easy listening	18,000

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The program's purpose is to improve the quality of American journalism by providing opportunities for outstanding mid-career professionals to broaden and deepen their understanding of the historical, social, economic, cultural and philosophical dimensions of major issues and trends shaping the nation and the world.

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The program seeks applicants who have demonstrated uncommon excellence in their work and who have the potential of reaching the top ranks in their specialization. Nominations are encouraged from employers as well as applications from individuals.

All candidates must have at least seven years full-time news experience and must be U.S. citizens employed by U.S. news organizations. Stipend is $20,000 for nine months plus tuition and a book allowance. Deadline for applications is February 1 of each year.

For complete information and application forms, write:

Director
John S. Knight Fellowship Program
Department of Communication, Bldg. 120
Stanford University
Stanford, California 94305-2069
(415) 497-4937

5.	WPLJ(FM)	contemp. hit	17,600
6.	WCBS(AM)	news	17,300
7.	WNBC(AM)	adult contemp.	15,900
8.	WHLI(AM)	nostalgia	15,300
9.	WINS(AM)	news	14,400
10.	WBAB-FM	AOR	13,000

13. St. Louis

1.	KMOX(AM)	MOR/talk	69,300
2.	KHTR(FM)	contemp. hit	27,100
3.	KSHE(FM)	AOR	24,500
4.	WIL-FM	country	23,300
5.	KMJM(FM)	urban contemp.	21,200
6.	KWK-FM	AOR	20,200
7.	KSD-FM	adult contemp.	19,400
8.	KEZK(FM)	easy listening	19,100
9.	WRTH(AM)	nostalgia	15,300
10.	KUSA(AM)	country	13,400

14. Pittsburgh

1.	KDKA(AM)	adult contemp./talk	55,900
2.	WDVE(FM)	AOR	28,600
3.	WBZZ(FM)	contemp. hit	26,600
4.	WHTX(FM)	contemp. hit/oldies	22,000
5.	WWSW-FM	adult contemp.	20,600
6.	WAMO-FM	urban contemp.	19,800
7.	WTAE(AM)	adult contemp.	17,000
8.	WHYW(FM)	adult contemp.	16,900
9.	WSHH(FM)	easy listening	16,400
10.	WPNT(FM)	easy listening	16,200

15. Seattle-Everett-Takoma

1.	KIRO(AM)	news/talk	24,700
2.	KOMO(AM)	adult contemp.	20,700
3.	KUBE(FM)	contemp. hit	20,500
4.	KBRD(FM)	easy listening	19,500
5.	KSEA(FM)	easy listening/MOR	15,100
6.	KISW(FM)	AOR	15,000
7.	KPLZ(FM)	contemp. hit	14,900
8.	KIXI(AM)	nostalgia	14,600
9.	KLSY(FM)	adult contemp.	13,300
10.	KNBQ(FM)	contemp. hit	12,300

16. Baltimore

1.	WLIF(FM)	easy listening	33,000
2.	WBAL(AM)	adult contemp.	30,000
3.	WBSB(FM)	contemp. hit	27,900
4.	WIYY(FM)	AOR	25,800
5.	WFBR(AM)	adult contemp.	23,800
6.	WPOC(FM)	country	23,200
7.	WXYV(FM)	urban contemp.	19,700
8.	WITH(AM)	nostalgia	16,000
9.	WCAO(AM)	country	15,500
10.	WYST-FM	adult contemp.	13,300

17. Minneapolis-St. Paul

1.	WCCO(AM)	variety	59,500
2.	KSTP-FM	adult contemp.	35,300
3.	WLOL(FM)	contemp. hit	35,200
4.	WAYL(FM)	easy listening	21,900
5.	KQRS-AM-FM	AOR	19,600
6.	KEEY-FM	country	18,400
7.	KDWB-FM	contemp. hit	16,100
8.	WLTE(FM)	soft contemp.	12,000
9.	WDGY(AM)	country	11,400
10.	KSTP(AM)	news/talk/sports	11,000

18. Atlanta

1.	WKHX(FM)	country	32,900
2.	WZGC(FM)	contemp. hit	30,200
3.	WVEE(FM)	urban contemp.	30,100
4.	WQXI-FM	contemp. hit	29,900
5.	WPCH(FM)	easy listening	23,000

6.	WKLS-FM	AOR	22,800
7.	WSB(AM)	adult contemp.	22,400
8.	WSB-FM	adult contemp.	15,700
9.	WAOK(AM)	black contemp.	15,000
10.	WRMM(FM)	soft contemp.	14,200

19. Anaheim-Santa Ana, Calif.

1.	KIIS(FM)	contemp. hit	32,100
2.	KBIG(FM)	easy listening	22,700
3.	KABC(AM)	talk	21,500
4.	KLOS(FM)	AOR	16,900
5.	KMET(FM)	AOR	14,800
6.	KMPC(AM)	nostalgia	14,500
7.	KJOI(FM)	easy listening	13,900
8.	KRTH(FM)	adult contemp.	12,000
9.	KIQQ(FM)	contemp hit	11,500
10.	KKHR(FM)	contemp. hit	11,100

20. San Diego

1.	KJQY(FM)	easy listening	25,100
2.	KFMB(AM)	adult contemp.	23,700
3.	KGB(FM)	AOR	22,600
4.	KSDO-FM	contemp. hit	19,400
5.	XHRM-FM	black contemp.	16,300
6.	KSDO(AM)	variety	13,800
7.	KFMB-FM	adult contemp.	12,600
8.	XETRA-FM	progressive rock	12,200
9.	KPQP(AM)	big band	11,900
10	KYXY(FM)	adult contemp./oldies	10,600

21. Cleveland

1.	WMMS(FM)	AOR	28,600
2.	WDOK(FM)	easy listening	23,400
3.	WZAK(FM)	urban contemp.	20,000
4.	WQAL(FM)	easy listening	19,300
5.	WGCL(FM)	contemp. hit	18,300

6.	WMJI(FM)	oldies/soft contemp.	16,800
7.	WLTF(FM)	adult contemp.	16,700
8.	WBBG(AM)	nostalgia	15,400
9.	WJW(AM)	news/talk	12,100
10.	WDMT(FM)	urban contemp.	11,600

22. Tampa-St. Petersburg, Fla.

1.	WWBA-FM	easy listening	37,900
2.	WRBQ-FM	contemp. hit	31,500
3.	WQYK-FM	country	24,400
4.	WYNF(FM)	AOR	21,200
5.	WZNE(FM)	contemp. hit	15,800
6.	WIQI(FM)	adult contemp.	14,500
7.	WDAE(AM)	nostalgia	13,900
8.	WSUN(AM)	modern country	13,400
9.	WTMP(AM)	black contemp.	9,400
10.	WMGG(FM)	adult contemp.	9,100

23. Denver-Boulder

1.	KOSI-FM	easy listening	25,600
2.	KPKE(FM)	contemp. hit	20,400
3.	KOA(AM)	news/talk	14,800
4.	KIMN(AM)	contemp. hit	13,600
5.	KMJI(FM)	soft contemp.	13,000
	KOAQ(FM)	contemp. hit	13,000
7.	KYGO(FM)	country	12,700
8.	KHOW(AM)	adult contemp.	12,200
9.	KBPI(FM)	adult contemp.	11,500
10.	KAZY(FM)	AOR	11,000

24. Phoenix

1.	KTAR(AM)	news/talk	24,000
2.	KQYT(FM)	easy listening	21,100
3.	KDKB(FM)	AOR	19,400
4.	KNIX-FM	country	18,700
5.	KMEO-FM	easy listening	15,600

6.	KKLT(FM)	adult contemp.	14,500
	KZZP-FM	adult contemp.	14,500
8.	KUPD-FM	contemp. hit	14,200
9.	KOOL-FM	contemp. hit/oldies	12,900
10.	KOY(AM)	MOR/talk	12,200

25. Milwaukee-Racine

1.	WTMJ(AM)	adult contemp.	33,800
2.	WEZW(FM)	easy listening	18,500
3.	WQFM(FM)	adult contemp.	16,500
4.	WKTI(FM)	contemp. hit	16,100
5.	WOKY(AM)	nostalgia	14,000
6.	WLUM-FM	urban contemp.	12,600
7.	WMYX(FM)	contemp. hit	11,600
8.	WISN(AM)	adult contemp.	11,200
9.	WMIL(FM)	country	10,900
10.	WBCS(FM)	country	10,600

26. Providence-Warwick, R.I.

1.	WPRO-FM	contemp. hit	24,100
2.	WLKW-FM	easy listening	24,000
3.	WHJY(FM)	AOR	23,700
4.	WHJJ(AM)	news/talk	16,200
5.	WSNE(FM)	adult contemp.	14,900
6.	WPRO(AM)	adult contemp.	12,400
7.	WLKW(AM)	nostalgia	9,000
8.	WEAN(AM)	news/talk	8,200
9.	WBRU(FM)	AOR	8,000
10	WERI-FM	contemp. hit	6,900

27. San Jose, Calif.

1.	KGO(AM)	talk	18,500
2.	KBAY(FM)	easy listening	16,000
3.	KWSS(FM)	contemp. hit	13,500
4.	KOME(FM)	AOR	9,800
5.	KSJO(FM)	AOR	8,400

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6.	KSOL(FM)	black	8,200
7.	KSAN(FM)	country	7,600
8.	KLIV(AM)	nostalgia	7,500
9.	KLOK(AM)	adult contemp.	6,900
10.	KCBS(AM)	news	6,800

28. Cincinnati

1.	WKRQ(FM)	contemp. hit	20,600
2.	WLW(AM)	adult contemp.	18,300
3.	WKRC(AM)	adult contemp.	17,900
4.	WEBN(FM)	AOR	16,500
5.	WRRM(FM)	adult contemp.	16,100
6.	WWEZ(FM)	easy listening	12,600
7.	WBLZ(FM)	urban contemp.	11,600
8.	WLLT(FM)	adult contemp.	11,400
9.	WCKY(AM)	news/talk	10,800
10.	WUBE-FM	country	10,100

29. Kansas City

1.	KMBR(FM)	easy listening	18,200
2.	KBEQ(FM)	contemp. hit	15,900
3.	KCMO(AM)	news/talk	15,000
4.	WDAF(AM)	country	14,500
5.	KLSI(FM)	adult contemp.	13,100
6.	KFKF(FM)	country	12,900
7.	KUDL-FM	adult contemp.	11,800
8.	KYYS(FM)	AOR	11,200
9.	KPRS(FM)	black	8,900
10.	KMBZ(AM)	news/information	8,600

30. Riverside-San Bernardino, Calif.

1.	KIIS(FM)	contemp. hit	18,700
2.	KDUO(FM)	easy listening	12,600
3.	KFI(AM)	adult contemp.	11,900
4.	KGGI(FM)	adult contemp.	10,000
5.	KBIG(FM)	easy listening	9,600
6.	KNX(AM)	news	8,600
7.	KMPC(AM)	MOR	7,700
8.	KABC(AM)	talk	7,000
9.	KCAL-FM	Spanish	6,900
10.	KLOS(FM)	AOR	6,400

31. Portland, Ore.

1.	KMJK(FM)	contemp. hit	17,000
2.	KXL(FM)	news/information	14,200
3.	KGW(AM)	adult contemp.	13,100
4.	KINK(FM)	AOR	9,800
5.	KGON(FM)	AOR	8,900
6.	KYTE(AM)	nostalgia	8,800
7.	KRCK(FM)	AOR	8,000
8.	KKCW(FM)	adult contemp.	7,600
9.	KWJJ(AM)	country	7,300
10.	KCNR-FM	contemp. hit	7,000

32. Buffalo, N.Y.

1.	WJYE(FM)	easy listening	18,700
2.	WBEN(AM)	adult contemp.	17,500
3.	WECK(AM)	nostalgia	12,600
4.	WYRK(FM)	country	12,300
5.	WBUF(FM)	adult contemp.	11,500
6.	WNYS-FM	contemp. hit	11,100
7.	WKBW(AM)	adult contemp.	11,000
8.	WPHD(FM)	contemp. hit	10,600
9.	WGRQ(FM)	AOR	10,100
10.	WBLK-FM	black	7,200
	WBEN-FM	contemp.	7,200
	WYSL(AM)	contemp. hit	7,200

33. Sacramento, Calif.

1.	KCTC(FM)	easy listening	16,300
2.	KZAP(FM)	AOR	15,800
3.	KSFM(FM)	contemp. hit	15,300
4.	KXOA-FM	nostalgia	15,000
5.	KAER(FM)	country	14,000
6.	KFBK(AM)	news/talk	12,200
7.	KRAK(AM)	country	12,000
8.	KGNR(AM)	news/talk	8,000
9.	KROY-FM	AOR	7,300
10.	KHYL(FM)	adult contemp.	6,700
	KSKK(FM)	country	6,700

34. New Orleans

1.	WYLD-FM	adult contemp.	27,400
2.	WEZB(FM)	contemp. hit	21,400
3.	WRNO-FM	contemp. hit	13,400
4.	WBYU(FM)	easy listening	12,900
5.	WQUE(FM)	adult contemp.	11,800
6.	WAJY(FM)	adult contemp.	10,900
7.	WLTS(FM)	soft contemp.	10,600
8.	WNOE-FM	country	9,700
	WBOK(AM)	gospel	9,700
10.	WWL(AM)	news/talk/country	8,900

35. Norfolk-Portsmouth, Va.

1.	WFOG-FM	easy listening	19,100
2.	WNOR-FM	AOR	18,400
3.	WNVZ(FM)	contemp. hit	16,600
4.	WCMS-FM	country	15,400
5.	WZAM(AM)- WMYK(FM)	urban contemp.	12,600
6	WLTY(FM)	adult contemp.	9,900
7.	WTAR(AM)	oldies	9,500
8.	WOWI(FM)	urban contemp.	8,600
9.	WWDE-FM	adult contemp.	8,000
10.	WRAP(AM)	black	6,900

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36. Indianapolis

1.	WIBC(AM)	MOR	27,400
2.	WZPL(FM)	adult contemp.	25,500
3.	WFBQ(FM)	AOR	16,200
	WXTZ(FM)	easy listening	16,200
5.	WENS(FM)	adult contemp.	11,300
6.	WFMS(FM)	modern country	11,100
7.	WTLC(FM)	black contemp.	10,100
8.	WIRE(AM)	country	9,500
9.	WNAP(FM)	adult contemp.	8,000
10.	WMLF(AM)	nostalgia	4,900

37. Columbus, Ohio

1.	WLVQ(FM)	AOR	19,600
2.	WBNS-FM	MOR	17,300
3.	WXGT(FM)	contemp. hit	15,600
4.	WTVN(AM)	adult contemp.	13,300
5.	WSNY-FM	adult contemp.	13,100
6.	WVKO(AM)	black contemp.	11,000
7.	WNCI(FM)	adult contemp.	8,900
8.	WRNZ(FM)	country	8,300
9.	WMNI(AM)	country	6,700
10.	WCOL(AM)	MOR	5,800

38. San Antonio, Tex.

1.	KTFM(FM)	adult contemp.	15,900
2.	KQXT(FM)	easy listening	14,100
3.	KXZL(FM)	AOR	12,300
4.	KAJA(FM)	country	12,200
	KKYX(AM)	country	12,200
6.	KISS(FM)	AOR	10,500
7.	KTSA(AM)	adult contemp.	10,100
8.	KCOR(AM)	Spanish	9,100
9.	KITY(FM)	contemp. hit	8,800
10.	KLLS(FM)	adult contemp.	8,600

Answers.
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Background.

Have a question about Phillips Petroleum? Or the energy industry? These public relations specialists can get answers for you:

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Call or write: Public Relations Department, 16A-2 Phillips Building, Bartlesville, Oklahoma 74004.

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PHILLIPS 66

39. Charlotte-Gastonia, N.C.

1.	WSOC(FM)	country	24,600
2.	WPEG(FM)	urban contemp.	15,300
3.	WBT(AM)	adult contemp.	10,900
4.	WBCY(FM)	contemp. hit	10,500
5.	WROQ(FM)	contemp. hit	10,200
6.	WEZC(FM)	adult contemp.	8,600
7.	WJZR(FM)	contemp. hit	7,600
8.	WZXI(FM)	easy listening	5,800
9.	WLVV(FM)	adult contemp.	5,300
10.	WQCC(AM)	black contemp.	4,000

40. Hartford-New Britain, Conn.

1.	WTIC(AM)	MOR	29,200
2.	WTIC-FM	contemp. hit	17,400
3.	WRCH-FM	easy listening	11,700
4.	WHCN(FM)	AOR	8,800
5.	WIOF(FM)	adult contemp.	7,300
6.	WDRC-FM	adult contemp.	7,000
7.	WKSS(FM)	easy listening	6,900
8.	WPOP(AM)	news	6,700
9.	WRCQ(AM)	nostalgia	6,200
10.	WCCC-FM	AOR	5,700

41. Rochester, N.Y.

1.	WVOR(FM)	adult contemp.	18,600
2.	WEZO(FM)	easy listening	17,800
3.	WCMF(FM)	AOR	16,100
4.	WHAM(AM)	contemp. hit	12,600
5.	WMJQ(FM)	contemp. hit	11,200
6.	WPXY(FM)	contemp. hit	10,700
7.	WYLF(FM)	nostalgia	9,200
8.	WBBF(AM)	news/talk	6,300
9.	WNYR(AM)	country	5,900
10.	WDKX(FM)	urban contemp.	3,400

42. Salt Lake City

1.	KSFI(FM)	easy listening	14,100
2.	KRSP-FM	AOR	11,600
3.	KSL(AM)	MOR	11,000
4.	KCPX-FM	contemp. hit	9,400
5.	KLCY(FM)	adult contemp.	7,400
6.	KALL(AM)	MOR	6,900
7.	KLUB(AM)	nostalgia	5,600
8.	KKAT(FM)	country	5,300
	KSOP-FM	country	5,300
10.	KBUG(AM)	oldies/adult contemp.	5,100

43. Memphis

1.	WMC-FM	adult contemp.	14,300
2.	WZXR(FM)	AOR	13,400
3.	WMC(AM)	country	12,300
4.	WDIA(AM)	black	11,300
5.	WHRK(FM)	urban contemp.	10,800
6.	WLOK(AM)	black	9,900
7.	KRNB(FM)	black	9,300
8.	WGKX(FM)	country	9,000
9.	WRVR(FM)	adult contemp.	8,300
10.	WLVS(FM)	easy listening	6,600

44. Nashville

1.	WKDF(FM)	AOR	12,300
2.	WZEZ-FM	easy listening	11,500
3.	WSM-FM	country	11,400
4.	WLAC-FM	adult contemp.	11,000
5.	WQQK(FM)	urban contemp.	9,400
6.	WSIX-FM	contemp. hit	9,300
7.	WWKX(FM)	contemp. hit	9,200
8.	WVOL(AM)	black	8,600
9.	WSM(AM)	country	7,900
	WZKS(FM)	adult contemp.	7,900

45. Louisville, Ky.

1.	WLOU(AM)	black	13,500
2.	WQMF(FM)	AOR	13,100
3.	WAMZ(FM)	country	13,000
4.	WHAS(AM)	oldies/contemp. hit	12,900
5.	WVEZ(FM)	easy listening	11,300
6.	WLRS(FM)	AOR	8,500
7.	WKJJ-FM	adult contemp.	7,300
8.	WRKA(FM)	adult contemp.	7,200
	WCII(AM)	MOR/country	7,200
10.	WJYL(FM)	urban contemp.	7,100

46. Oklahoma City

1.	KTOK(AM)	news/talk	13,500
2.	KATT(FM)	AOR	13,100
3.	KXXY(FM)	country	11,800
4.	KKNG(FM)	easy listening	11,200
5.	KZBS(FM)	adult contemp.	10,700
6.	KEBC(FM)	country	10,000
7.	KJYO(FM)	contemp. hit	9,900
8.	KLTE(FM)	adult contemp.	7,300
9.	KOFM(FM)	contemp. hit	6,600
10.	KOMA(AM)	country	5,000

47. Greensboro-Winston Salem-High Point, N.C.

1.	WTQR(FM)	country	21,800
2.	WMAG(FM)	adult contemp.	11,300
3.	WGLD-FM	easy listening	10,600
4.	WQMG(FM)	urban contemp.	10,500
5.	WKZL(FM)	contemp. hit	8,800
	WSEZ(FM)	contemp. hit	8,800
7.	WSJS(AM)	news/talk	5,600
8.	WDCG(FM)	contemp. hit	4,900
9.	WMFR(AM)	MOR	4,300
10.	WAIR(AM)	black contemp.	4,200

48. Birmingham, Ala.

1.	WKXX(FM)	adult contemp.	18,100
2.	WENN-FM	black contemp.	15,800
3.	WZZK(FM)	country	15,300
4.	WAPI-FM	contemp. hit	11,100
5.	WAGG(AM)	gospel	9,700
6.	WMJJ(FM)	adult contemp.	9,300
7.	WATV(AM)	black contemp.	7,900
8.	WSGN(AM)	nostalgia	7,400
9.	WVOK(AM)	country	5,500
10.	WERC(AM)	news/talk	4,200

49. Dayton, Ohio

1.	WHIO-FM	easy listening	15,900
2.	WTUE(FM)	AOR	15,000
3.	WHIO(AM)	adult contemp.	10,800
4.	WONE(AM)	country	8,400
5.	WGTZ(FM)	contemp. hit	7,300
6.	WDAO(FM)	black contemp.	7,100
7.	WING(AM)	adult contemp.	6,000
8.	WYMJ-FM	adult contemp.	4,900
9.	WVUD(FM)	contemp. hit	4,300
10.	WAVI(AM)	talk	4,000

50. Albany-Schenectady-Troy, N.Y.

1.	WGY(AM)	adult contemp.	15,300
2.	WPYX(FM)	AOR	14,900
3.	WGFM(FM)	contemp. hit	11,200
4.	WQBK(AM)	news/talk	7,900
5.	WWOM-FM	adult contemp.	7,800
6.	WFLY(FM)	contemp. hit	7,200
7.	WROW-FM	easy listening	7,100
8.	WPTR(AM)	country	6,400
9.	WROW(AM)	adult contemp.	6,000
10.	WGNA(FM)	country	5,900

AGB Research PLC, began recruiting its first panel of homes for its new overnight television ratings meter designed to record in greater detail, accuracy and speed exactly who is watching television. If all goes according to plan, AGB expects to have each panel of 220 homes installed with its PeopleMeter by mid-January for a test run that is to last through the following summer.

And if the Boston test is successful, AGB plans to roll out a national version of the service with a sample of 5,000 PeopleMeter households—nearly three times the size of Nielsen's present 1,700 national household sample. But unlike Nielsen's present national rating service, AGB's PeopleMeter would provide overnight demographic information of a show's audience composition, thus cutting down the at least two-week waiting period which is part and parcel of the present paper diary method.

"The purpose of the Boston project is to tell how well the PeopleMeter will work in our society relative to the current available tool, which is a seven-day paper-and-pencil diary," explained Norman S. Hecht, president of AGB Television Research Inc. The U.K.-based parent, AGB Research PLC, and its subsidiaries, conduct business in 20 countries; television audience research in 12 of those countries with the PeopleMeter employed in the U.K. and Italy. If AGB decides to go ahead with its national PeopleMeter system, company executives claim it can deliver the service based on a sample of 5,000 households at a cost competitive to Nielsen's 1,700 national household sample.

The PeopleMeter is an electronic device that can record individual viewing habits by having viewers press a numbered button on a portable handset which is akin to a remote-control device used by many people to turn on and off their television sets. The remote PeopleMeter unit developed for the U.S. market has eight buttons assigned to individual household viewers and guests. When a viewer begins to watch a program, that individual's corresponding button is pressed, and pressed again when the viewer stops watching the program. A monitor is attached to the television set and alerts the viewer to remember to signal when program viewing stops. A PeopleMeter can measure the activity of four sets in each household, including VCR's, and monitor 97 channels.

Advantages, claim AGB executives, are that PeopleMeters are more accurate because they do not require diary entries, which are dependent on a viewer's memory, and are a problem for those with low literacy levels. Moreover, PeopleMeters—unlike diaries, which are kept only over seven-day periods—can record an individual's viewing habits over a long period of time, thus revealing what percentage of, for instance, women 25-54 watched the second episode of a program, or what percentage of men 18-34 watched both the first-run and repeat of a program, or during an advertising campaign, what percent of any demographic was exposed to one commercial break, a second, a third, and so on.

But AGB is not alone. Nielsen is also testing a similar service. It is about halfway through installing a national panel of 150 meters that can do the same tricks as AGB's PeopleMeter. Nielsen has been working on the hardware since 1978. A second phase will include the installation of another 150-meter national panel. "Right now, we're looking at it as a long-term test situation," a Nielsen spokesman explained, adding that a "couple years" was probably the minimum test period. The testing involves "research values" as opposed to "hard data"; that is, testing and developing the validity of the system to insure that the numbers will be representative. Nielsen is underwriting the test and will share the results with its clients.

But according to Hecht, the PeopleMeter

CBS re-emerges in first in prime time ratings

For the first time since the pre-Olympics week that ended July 22, ABC-TV failed to win the weekly prime time Nielsen ratings. For the seven days ended Sept. 9, the honors went instead to CBS-TV, which had tended to top the rankings before the Olympics got ABC started on its run. CBS averaged a 13.1 rating/23 share for the week, while ABC came in with a 12.4/22 and NBC-TV with an 11.9/21.

Sports events were not quite the only original programing in network prime time that week, but they were among the most popular of the relatively rare nonrepeats. The opener of ABC's ***Monday Night Football***, Dallas vs. Los Angeles, scored an 18.9/37, making it the second-highest- rated program of the week, although it was also the second-lowest- rated premiere in the pro football series's 14 years ("In Brief," Sept. 10). A repeat of "Coal Miner's Daughter" on the ***ABC Sunday Night Movie*** ranked third for the week at 18.5/32. Number one among the week's 58 shows was a repeat of an ***A Team*** episode on NBC.

After ***Monday Night Football***, the highest-rated original was ***Boys in Blue***, a one-hour special Sunday night on CBS, which turned in a 15.4/26 to tie (with a ***Magnum, P.I.*** repeat, also on CBS) for 10th place. Then came ***Call to Glory***, the August newcomer whose performance has gotten it promoted to ABC's fall schedule, which did a 14.7/26, tying (with a ***Gimme a Break*** repeat on NBC) for 16th position. An ABC pro football special on Thursday night, Pittsburgh vs. New York Jets, was the week's fourth-highest-rated original, coming in at 13.6/26 and ranking 23d among the week's shows. A football runover on NBC was next, at 12.2/24, ranking 33d.

Sports were in no way uniformly large draws. Four hours of U.S. Open Tennis on CBS Saturday night averaged 9.1/18, ranking 48th for the week. A college football special on ABC, Boston College vs. Alabama, opposite the tennis on CBS, and a mostly normal Saturday lineup on NBC, did an 8.8/17, ranking 49th. Major league baseball—the Chicago Cubs vs. the New York Mets—on NBC Friday night managed an 8.3/16, ranking 52d, and a quarter-hour preview of that game ranked two notches down at 7.7/17.

Both ABC and NBC had prime time previews of their new Saturday-morning children's lineups. NBC's preview, a Saturday night half-hour against CBS's tennis and ABC's college football, generated an 11.4/22. ABC's, a Friday half-hour opposite NBC's baseball and CBS's ***Comedy Zone*** summer series (10.7/22), had an 8.5/18.

CBS won Thursday, Friday and Sunday nights; NBC won Tuesday and Saturday; ABC won Monday, and ABC and NBC tied for the top on Wednesday.

In early-evening news ratings, ***CBS Evening News With Dan Rather*** again came out on top, scoring 10.6/22 to ***ABC World News Tonight's*** 9.6/21 and ***NBC Nightly News's*** 8.8/19.

Rank	Show	Network	Rating/Share
1.	A Team	NBC	20.1/35
2.	NFL Football, Dallas vs. L.A.	ABC	18.9/37
3.	Coal Miner's Daughter	ABC	18.5/32
4.	The Shadow Riders	CBS	17.6/33
5.	Simon & Simon	CBS	17.0/28
6.	Jeffersons	CBS	16.7/27
7.	Riptide	NBC	16.6/27
8.	Alice	CBS	16.4/26
9.	Trapper John, M.D.	CBS	15.5/26
10.	Magnum P.I.	CBS	15.4/26
11.	Boys in Blue	CBS	15.4/26
12.	Facts of Life	NBC	15.1/25
13.	Mike Hammer	CBS	14.9/27
14.	Broken Promise	CBS	14.9/25
15.	Mama's Family	NBC	14.8/27
16.	Gimme a Break	NBC	14.7/26
17.	Call to Glory	ABC	14.7/26
18.	60 Minutes	CBS	14.6/27
19.	Hardcastle & McCormick	ABC	14.3/24
20.	Remington Steele	NBC	14.2/25
21.	Family Ties	NBC	14.0/23
22.	Night Court	NBC	13.9/23
23.	NFL Football, Pitt. vs. N.Y. Jets	ABC	13.6/26
24.	Newhart	CBS	13.1/22
25.	Kate & Allie	CBS	13.1/21
26.	Bosom Buddies	NBC	13.0/24
27.	Hotel	ABC	12.8/24
28.	Hill Street Blues	NBC	12.8/23
29.	Diff'rent Strokes	NBC	12.7/26
30.	Cagney & Lacey	CBS	12.7/22
31.	Oh God, Book II	NBC	12.6/21
32.	The Other Woman	NBC	12.3/22
33.	NFL Football	NBC	12.2/24
34.	Dynasty	ABC	12.2/20
35.	Fall Guy	ABC	12.0/22
36.	Matt Houston	ABC	11.7/22
37.	Scarecrow & Mrs. King	CBS	11.6/20
38.	TV Bloopers & Prac. Jokes	NBC	11.5/20
39.	NBC Sat. Morn Preview	NBC	11.4/22
40.	St. Elsewhere	NBC	11.1/20
41.	Jennifer Slept Here	NBC	10.9/19
42.	Comedy Zone	CBS	10.7/22
43.	Double Trouble	NBC	10.6/20
44.	Ripley's Believe it or Not	ABC	10.6/20
45.	Webster	ABC	9.8/19
46.	Marco Polo, part 1	NBC	9.6/16
47.	To Save Our Schools, To Save Our Children	ABC	9.2/16
48.	U.S. Open Tennis, men's	CBS	9.1/18
49.	College Football, B.C. vs. Ala.	ABC	8.8/17
50.	Blue Thunder	ABC	8.8/17
51.	Sat. Morn. Preview	ABC	8.5/18
52.	Chi. Cubs vs. N.Y. Mets	NBC	8.3/16
53.	Crossroads	CBS	8.0/15
54.	Baseball, Pregame	NBC	7.7/17
55.	Defense in Space	NBC	7.7/15
56.	20/20	ABC	7.3/13
57.	Summer Sunday USA	NBC	6.7/12
58.	High Technology	CBS	6.2/11

*indicates premiere episode

For the Record

As compiled by BROADCASTING, Sept. 5 through Sept. 12, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

■ WCOX(AM)-WODB(FM) Camden, Ala. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 102.3 mhz; 3 kw; HAAT: 191.92 ft.)—Seeks assignment of license from Taylor & Taylor to Willie L. Wilson and Charles Mootry for $100,000, comprising $5,000 cash and remainder note. FM is unbuilt CP. Seller is owned by Harry A. Taylor and his wife, Betty. They have no other broadcast interests. Buyer, Mootry has interest in WXLL(AM) Decatur, Ga. Filed Sept. 5.

■ WDBM(AM) Dothan, Ala. (1320 khz; 1 kw-U)—Seeks assignment of license from Dothan Broadcasting Co. to J-Frank Enterprises Inc. for $350,000, comprising $20,000 cash and two notes of $75,000 and $155,000. Seller is owned by B.C. Eddins and family. They also own WARI(AM)-WXLE(FM) Abbeville, Ala. He also owns, individually, WFMH-AM-FM Cullman, Ala. Buyer is owned by Lewis F. Johnson (99%) and his father, Wilbur (1%). Lewis Johnson was formerly GM of WDFK(FM) Cleveland, Miss. They have no other broadcast interests. Filed Sept. 6.

■ KEZG(FM) Green Valley, Ariz. (92.1 mhz; 3 kw; HAAT: 175 ft.)—Seeks assignment of license from Fairfield Broadcasting Inc. to Canoa Broadcasting Corp. for $450,000, comprising $100,000 cash and remainder note. Seller is owned by Fairfield Communities, publicly traded corporation headed by C. Randolph Warner. It also owns KFFB(FM) Fairfield Bay, Ark. Buyer is owned by Frank R. Barreca, president (12%); his wife, Gail (12%); Vito Mariani (2%), and his wife, Carol (2%); Reg T. Morrison (12%), and his wife, Catherine (12%), and Gary L. Triano (24%), and his wife, Mary (24%). Barreca is currently general manager and Mariani is sales manager of station. Morrison owns cemetaries in Tucson, Ariz. Triano is owner of Frontier Properties, Tucson-based real estate investment firm. Filed Sept. 6.

■ KDJQ(AM) Mesa, Ariz. (1510 khz; 10 kw-D)—Seeks assignment of license from KDJQ Inc. to KDJQ Broadcasting Co. for $200,000 cash. Seller is owned by John R. Linn and his wife, Barbara. They own WABQ(AM) Cleveland and WKAZ(AM)-WKLC-FM St. Albans, W.Va. Buyer is owned by B.J. Glascock, who owns KFJZ(AM) Fort Worth and KSEY-AM-FM Seymour, both Texas. Filed Sept. 4.

■ KRIM(FM) Winslow, Ariz. (95.1 mhz; 66.6 kw; HAAT: 102 ft.)—Seeks assignment of CP from KWVS Investors to Resorts West Broadcasting for $25,000, comprising $12,500 cash and remainder note. Seller is owned by Jerry Van Syoc and Harold Wales. They have no other broadcast interests. Buyer is owned by Roger G. Archambault and his wife, Georgia. With Georgia's mother, Frances Arcularias, and Roger's stepdaughter, Barbara LeVan, they also own KRLT(FM) South Lake Tahoe, Calif. Filed Aug. 31.

■ KDXY(FM) Paragould, Ark. (104.9 mhz; 3 kw; HAAT: 255 ft.)—Seeks assignment of license from Larry T. Coffman to North Arkansas Radio Co. for assumption of $450,000 note and allocation of advertising time equal to $27,000 in rates at closing. Seller has no other broadcast interests. Buyer is owned by William F. Little (40%), Lynn Farr (40%) and Jim Cope (20%). Cope has interest in app.'s for new FM's in Maurice, La., and Gourdon, Ark., and is app. for new AM in Dardenelle, Ark. Filed Sept. 4.

■ KDIG(AM) San Bernardino and KBON(FM) Lake Arrowhead, both California (AM: 1290 khz; 1 kw-D; 250 w-N; FM: 103.9 mhz; 38 w; HAAT: 2,662 ft.)—Seeks transfer of control of Kotcom Broadcasting Investment Corp. from Dana M. Kott and his wife, Carole, to William B. Seaman for assumption of liabilities. Seller has no other broadcast interests. Buyer is financial consultant with no other broadcast interests. Filed Aug. 31.

■ WCBF(AM) Tampa, Fla. (1010 khz; 50 kw-D)—Seeks assignment of license from Gore Broadcasting of Florida Inc. to Sudbrink Broadcasting Co. of Florida for $447,514, comprising $50,000 cash and remainder note. Seller is owned by Harold W. Gore, who owns 10% of assignee. He recently purchased WYDE(AM) Birmingham, Ala. ("Changing Hands," Aug. 20). Buyer is owned by Robert W. Sudbrink (70%); his wife, Marion (20%), and Harold W. Gore (10%). Sudbrink owns KIFH(AM)-KPOI-FM Honolulu and owns 44.7% of Community Cablevision Inc., operator of cable systems serving towns in Illinois and Wisconsin. Sudbrink, with his wife, owns WLAC-AM-FM Nashville, Tenn. Filed Sept. 4.

■ WBOS(FM) Brookline, Mass. (92.9 mhz; 50 kw; HAAT: 868 ft.)—Seeks assignment of license from WBOS Inc. to Boston Radio Corp. for $6,830,000, comprising $3,280,000 cash and remainder note. Seller is owned by Herbert S. Hoffman, who owns WUNR(AM) Brookline, Mass., and WBTF(FM) Attica, N.Y. Buyer is subsidiary of Sconnix Group Broadcasting, equally owned by Scott R. McQueen, Randall Odeneal and Theodore E. Nixon. They also own WLNH-AM-FM Laconia, N.H.; WTMA(AM)-WSSX-FM Charleston, S.C.; KFKF-AM-FM Kansas City, and WLLR-FM Moline, Ill. They recently purchased WMRZ(AM) East Moline, Ill. ("Changing Hands," July 23). McQueen's wife, Loretta is app. for new FM in Hanover, N.H. Filed Sept. 4.

■ WFSL-TV Lansing, Mich. (ch. 47; ERP vis. 1350, aur. 135 kw; HAAT: 1,036 ft.; ant. height above ground: 1,000 ft.)—Seeks assignment of license from from F&S Comm-/News Inc. to WTMJ Inc. for $8,250,000 cash. Seller is owned by Joel Ferguson, Sol Steadman and Douglas Crist. They have no other broadcast interests. Buyer is owned by The Journal Co., Milwaukee-based station group, MSO and publisher, headed by Michael J. McCormick, president and chairman. It owns WTMJ-AM-TV and WKTI(FM) Milwaukee, KTNV-TV Las Vegas and cable systems serving Stevens Point, Wausau and Wisconsin Rapids, all Wisconsin. It also publishes *The Milwaukee Journal* and *The Milwaukee Sentinel*. Filed Sept. 4.

Summary of broadcasting
as of July 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,750	170	4,920
Commercial FM	3,618	418	4,036
Educational FM	1,153	173	1,326
Total Radio	9,521	761	10,231
FM translators	789	444	1,233
Commercial VHF TV	536	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	197	74	271
UHF LPTV	93	136	229
Total LPTV	290	210	500
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WTOK-TV Meridian, Miss. (ch. 11; ERP vis. 316 kw; aur. 47.9 kw; HAAT: 536 ft.; ant. height above ground: 315 ft.)—Seeks assignment of license from Channel Eleven Television Co. to WTOK-TV Inc. for $13,100,000 cash. Seller is subsidiary of Channel Two Television Co., Houston-based station group of four TV's principally owned by William B. Hobby Jr., lieutenant governor of Texas, chairman. They purchased the station in 1981 for $11 million. Buyer is subsidiary of Southeastmedia Inc., principally owned by Larry C. Wallace, chairman, David J. Jones and John F. Flake. It also owns KARK-TV Little Rock, Ark. Filed Aug. 31.

■ KCVK(AM)-KYZZ(FM) Wolf Point, Mont. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 92.7 mhz; 1 kw; HAAT: 496 ft.)—Seeks assignment of license from KCVK Inc. to Wolf Point Broadcasting Co. for $775,000, comprising $100,000 cash, assumption of approx. $246,000, noncompete agreement of $50,000 and $379,000 note. Seller is owned by Robert A. Lundstrom, president and general manager. He is also app. for new FM in Rock Springs, Wyo. Buyer is owned by Alan Henning and Dennis Danielson who also own KBTO-FM Bottineau, N.D. Filed Sept. 4.

■ WTSV(AM)-WECM(FM) Claremont, N.H. (AM: 1230 khz; 1 kw-D; 250 w-N; FM: 106.1 mhz; 8.9 kw; HAAT: 990 ft.)—Seeks assignment of license from Electromagnetic Corp. to DynaCom Corp. for $575,000 cash. Seller is principally owned by Palmer C. Dante, president, and his father, S. Palmer Dante. Palmer also owns WSCR(AM) Hamden, Conn. Buyer is owned by Robert Shapiro (25%), Samuel Goddard (25%), Samuel Elias (20%), and four others. Shapiro is Watchung, N.J., physician. Goddard is Phoenix attorney. Elias is New York investor. They have no other broadcast interests. Filed Aug. 29.

■ WRPT(AM)-WMDK(FM) Peterborough, N.H. (AM: 1050 khz; 1 kw-D; FM: 92.1 mhz; 3 kw; HAAT: 1,120 ft.)—Seeks assignment of license from University Media Services Inc. to John P. (Jake) Russell (40%), William Hunter (40%) and Robert Nary (20%) for $500,000, comprising $200,000 cash and remainder in note. Seller is owned by John K. Kneafsey, Chicago attorney with no other broadcast interests. Buyer Russell is former vice president and general manager of WHLY(FM) Leesburg-Orlando, Fla. Hunter owns WDOT(AM) Burlington, Vt. Nary is owner of Gilford, Conn.-based music services company. Filed Sept. 4.

■ WOIX(AM) Blowing Rock, N.C. (1510 khz; 1 kw-D)—Seeks transfer of control of Mountaineer Broadcasting Service Inc. from Robert E. Chandler (48% before; none after), Samuel B. Tate (26% before; none after) and Samuel Sturgis (26% before; none after) to Robert E. Chivers (none before; 48% after) and his wife, Edna (none before; 52% after) for $17,800 cash and assumption of liabilities. Sellers have no other broadcast interests. Buyers are investors with no other broadcast interests. Filed Sept. 6.

■ WSIC(AM)-WFMX(FM) Statesville and WFSC(AM)-WRFR(FM) Franklin, both N.C. (WSIC: 1400 khz; 1 kw-D; 250 w-N; WFMX: 105.7 mhz; 100 kw; HAAT: 290 ft.; WFSC: 1050 khz; 1 kw-D; WRFR: 96.7 mhz; 3 kw; HAAT: 200 ft.)—Seeks assignment of license from Statesville Broadcasting Co. to S&F Broadcasting Co. for $2.1 million and $750,000, respectively comprising $350,000 cash and remainder note. Seller is Statesville-based station group owning three AM's and two FM's. It is principally owned by A. Fuller Sams Jr., president. WRNC(AM) Reidsville, N.C., has also been sold ("For the Record," Sept. 3) pending FCC approval. Buyer is owned by John E. Yochum, president, and 13 others owning. Other principals have interest in WDSC-AM-FM Dillon, S.C., and WPDE(TV) Florence, S.C. Filed Sept. 4.

■ KRKA(FM) Alva, Okla. (104.7 mhz; 100 kw; HAAT: 776 ft.)—Seeks assignent of CP from KRKA, Inc. to Lynn L. Martin for $24,067.30 cash. Station is unbuilt. Seller is owned by Anne G. Coleman who has no other broadcasting interests. Buyer, with his parents, Luther W. and Jeanne F. Martin, own KALV-AM Alva, Okla. Parents also own 48% of KLVH(AM) and KGOK-FM Pauls Valley, Okla. Lynn Martin's wife, Marione is app. for new FM in Alva. Filed

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The Fifth Estate

Broadcasting ϟ Sep 24

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Broadcasting Sep 24

Radio takes center stage in Los Angeles
Harte-Hanks sells radio group for record price
Dead end for broadcast deregulation

RED HOT IN L.A. ☐ Radio industry's first joint convention draws over 5,000 and the praise of many in attendance. **PAGE 31.**

MAJOR DEAL ☐ Harte-Hanks sells nine-station radio group for record price. Gary Edens to get seven stations, Gannett two. **PAGE 32.**

CURTAIN CALL ☐ House Telecommunications Subcommittee holds hearing on broadcast deregulation bill, but parties fail to reach agreement on what would be acceptable to congressmen and NAB. **PAGE 33.**

NEW BLOOD ☐ Sharon Rockefeller voted out of CPB seat. **PAGE 35.**

LOSE ONE ☐ Appeals court rules in favor of ASCAP-BMI in music licensing suit brought by television broadcasters. **PAGE 36.**

GOVERNORS' WORK ☐ Intelsat board gives vote of confidence to Colino, postpones action on some controversial items until December meeting. **PAGE 37.**

RADIO SHOW ☐ Radio Convention and Programing Conference sessions run the gamut from sales to programing. On **PAGES 42-50**, a look at innovative sales techniques, selling older demographics, collecting on unpaid bills, selling hard-to-sell spots and gaining adequate station financing. RAB President Bill Stakelin outlines Chevrolet and K-Mart radio campaigns. **PAGE 52.** Reps view changing world. **PAGE 54.** AM stereo makers show their stuff. **PAGE 56.** Arbitron and Birch radio executives debate value of monthly ratings reports with broadcasters. **PAGE 58.** A look at broadcast dereg prospects and the course of Docket 80-90. **PAGES 61-64.** A review of station formats runs on **PAGES 73-75.**

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TELECHALLENGE ☐ ABC saves millions of dollars in telecommunications costs for summer Olympics as telephone competitors vie for their business. **PAGE 77.**

STAYING AFLOAT ☐ Union at UPI votes in favor of wage cutbacks that company says will help put it in the black. **PAGE 79.**

CAMERAS DENIED ☐ Judge refuses CNN request to televise CBS-Westmoreland trial. **PAGE 80.**

DEBATE AGREEMENT ☐ Reagan and Mondale camps come to agreement on three televised debates, two for presidential candidates and one for vice presidential candidates. **PAGE 81.**

NEW FROM PARAMOUNT ☐ Paramount and Post-Newsweek agree to produce new one-hour strip, *America Today.* **PAGE 86.**

SLOW GOING ☐ Olympics cut into third-quarter spot buying, broadcasters report. **PAGE 90.**

NEW NUMBERS ☐ Arbitron and Nielsen release new ADI numbers for 1984-85 season. **PAGE 92.**

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sponsored by ***Ohio State University School of Journalism.*** Speakers include Fred Friendly, Columbia University Graduate School of Journalism; Nicholas Johnson, former FCC commissioner, and Everette Dennis, Gannett Center for Media Studies. Fawcett Center for Tomorrow, OSU campus, Columbus, Ohio.

Oct. 4-6—***National Religious Broadcasters*** Eastern regional convention. Marriott, Dulles International Airport, suburban Washington.

Oct. 4-7—***American Women in Radio and Television*** Southeast area conference. Crabtree Valley Marriott hotel, Raleigh, N.C.

Oct. 7-9—***Nebraska Broadcasters Association*** 51st annual convention. Holiday Inn, Columbus, Neb.

Oct. 8-9—***National Religious Broadcasters*** Southwestern chapter convention. Astro Village Complex, Houston.

Oct. 8-11—First International Music Video Festival of Saint-Tropez, sponsored by ***French Television Channel, TF1***, and ***R.S. Communication***, publisher of ***Video Club***, French professional magazine. Hotel Byblos, Saint-Tropez, France. U.S. contact: John Nathan, (212) 223-0044.

Oct. 9—***Southern California Women in Cable*** meeting. Speaker: Kathryn Creech, president, Council for Cable Information. Marina Marriott hotel, Marina del Rey, Calif.

Oct. 9—***Association of National Advertisers*** annual promotion management workshop. Halloran House, New York.

Oct. 9—***Cabletelevision Advertising Bureau*** local advertising sales workshop. Sheraton Inn, Atlanta.

Oct. 10—***New York TV Academy*** luncheon. Speaker: James Mooney, president, National Cable Television Association. Copacabana, New York.

Oct. 10—***New York TV Academy*** forum, "The Great TV Spokespeople." Omni Park Central hotel, New York.

Oct. 10-12—***National Religious Broadcasters*** Midwestern chapter convention. Yahara Center, Madison, Wis.

Oct. 10-12—***Indiana Broadcasters Association*** fall conference. Fort Wayne Marriott, Fort Wayne, Ind.

Oct. 10-14—***Women in Communications*** 75th national professional conference, with presentation of Clarion Awards. Theme: "Striving for Excellence." Westin hotel, Seattle.

Oct. 11—***Cabletelevision Advertising Bureau*** local advertising sales workshop. Hilton at Walt Disney World, Orlando, Fla.

■ **Oct. 11-13**—***National Federation of Local Cable Programers*** fall regional conference for Midatlantic. Abraham Lincoln Inn, Reading, Pa.

Oct. 11-14—***National Black Media Coalition***'s 11th annual conference. Theme: "Beyond '84: New Roles, New Goals." Shoreham hotel, Washington.

Oct. 11-14—***Missouri Broadcasters Association*** fall meeting. Marriott's Pavillion hotel, St. Louis.

Oct. 11-14—***American Women in Radio and Television*** Western area conference. Pacific Plaza, San Francisco.

Oct. 12-14—***Massachusetts Association of Broadcasters*** annual convention. Jug End Resort and Conference Center, South Egremont, Mass.

Oct. 12-14—***Illinois News Broadcasters Association*** fall convention. Collinsville Hilton, Collinsville, Ill.

Oct. 12-14—***Foundation for American Communications*** conference for journalists, "Economics and the News," co-sponsored with ***Gates Foundation***. Keystone, Colo.

■ **Oct. 12-14**—***National Federation of Local Cable Programers*** fall regional conference for Midwest. Hilton Inn, Minneapolis.

Oct. 13—***Unda-USA*** Gabriel Awards banquet. Copley Plaza hotel, Boston.

Oct. 13—***Radio-Television News Directors Association*** region 10 meeting with ***Memphis State University***. Memphis.

Oct. 13-17—10th annual Vidcom International, home video marketplace, sponsored by ***Perod Associates/MIDEM Organization***. Palais des Festivals, Cannes, France.

Oct. 14-16—***Pennsylvania Association of Broadcasters*** annual fall convention. Hershey Motor Lodge and convention center, Hershey, Pa.

Oct. 14-16—***North Carolina Association of Broadcasters*** fall convention. Marriott, Charlotte, N.C.

Oct. 15—***Direct Broadcast Satellite Association*** annual meeting. Vista International, Washington. Information: (202) 822-4105.

Oct. 15—Deadline for entries in ***National Black Programing Consortium***'s fourth annual video/film competition, "Prized Pieces '84," honoring "finest in black-oriented programing." Information: NBPC, 1266 East Broad Street, 1-E, Columbus, Ohio, 43205.

Oct. 15-18—***Southern Educational Communications Association*** conference and "SECA Center for Instructional Communications Postsecondary Screening." Adam's Mark hotel, Houston.

Oct. 16—***Association of National Advertisers*** annual new product marketing workshop. Hotel Roosevelt, New York.

Oct. 16—***Cabletelevision Advertising Bureau*** local advertising sales workshop. Sheraton North Shore, Chicago.

Oct. 16-18—***Mid-America Cable TV*** convention. Hilton Plaza hotel, Kansas City, Mo. Information: (913) 841-9241.

Oct. 17—***New York TV Academy*** luncheon. Speaker: Neal Pilson, executive vice president, CBS/Broadcast Group. Copacabana, New York.

Oct. 17—***Cabletelevision Advertising Bureau*** local advertising sales workshop. Ramada Inn, Detroit.

Oct. 17-20—***American Association of Advertising Agencies*** 47th annual Western region convention. Hotel del Coronado, San Diego.

Oct. 17-21—"Music Personnel Conference," sponsored by ***Association of Music Personnel in Public Radio***. Rochester Plaza hotel, Rochester, N.Y. Information: David Paisley, KSOZ(FM) Point Lookout, Mo., (417) 334-6411, or Marianne Carberry, WXXI-FM Rochester, N.Y, (716) 325-7500.

Oct. 18—***Cabletelevision Advertising Bureau*** local advertising sales workshop. Airport hotel, Dayton, Ohio.

Oct. 18-19—***Society of Broadcast Engineers, Pittsburgh chapter***, 11th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 18-19—***Broadcast Financial Management/Broadcast Credit Association*** board of directors meeting. Waldorf-Astoria, New York.

Errata

Aug. 13 "Business Briefly" item for **Northwest Orient Airlines** incorrectly listed Bozell & Jacobs, Minneapolis, as advertising agency. **Grey Advertising, Minneapolis, handles account.**

□

"Closed Circuit" in Sept. 17 issue incorrectly said FCC Commissioner **Henry Rivera** dissented from commission's **decision to permit Metromedia Inc. to keep KLRD(AM) Dallas** after purchasing co-located KLRD-TV. Rivera was absent when item came up for vote, so **did not vote on item.**

□

Price for sale of **Kentuckiana Cablevision Inc.**, et al, **to Midwest Cable Inc. was $3 million,** not $9 million, as incorrectly reported in "Changing Hands," Sept. 17.

□

Format for **WHAM(AM) Rochester, N.Y., is MOR/talk,** not contemporary hit radio, as listed in Top 500 radio station chart in Sept. 17 issue.

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ABC ABP American Business Press Inc

Founded 1931. *Broadcasting-Telecasting* * introduced in 1946. *Television* * acquired in 1961. *Cablecasting* * introduced in 1972 □ * Reg. U.S. Patent Office. □

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TELEVISION. Cablecasting.

threatens to destroy an American port city with a nuclear device (they succeed). The following summer ABC broadcast *The Day After*, a made-for-TV movie that went into graphic detail about the aftermath of a nuclear attack on the U.S. Life and death after a nuclear war was also the subject of a theatrical release last year titled "Holocaust." But what makes *Countdown* different is that none of the others featured real-life figures portraying themselves.

The movie's title is taken from the President's airborne command center, codenamed "Looking Glass," which the President will use to communicate with U.S. military forces around the world during a nuclear crisis.

"We wanted to give the piece a very strong sense of reality and credibility," said Bridget Potter, senior vice president of original programing for HBO, in explaining why the pay cable network and movie's producers decided to forego professional actors to play certain parts. "We could have made up a story without using experts," she continued, "but it seemed to us the whole point of this thing is to explain how this could happen, and what the likely response of people would be."

The drama is based on a "geopolitical scenario" created by Lincoln Bloomfield, a professor of political science at MIT and former member of the State Department and National Security Council. Bloomfield also plays himself in the movie. In addition, *Countdown* includes several professional actors and actresses, including Scott Glenn, who portrays CVN's Middle Eastern correspondent, and Helen Shaver, who plays the network's White House correspondent. Sevareid is referred to as CVN's "senior correspondent," an avuncular David Brinkley-type commentator based in Washington. Dickerson plays a State Department reporter. Patrick Watson, a Canadian actor and television personality who has hosted a public affairs series on PBS, plays TVN's network news anchor.

The real-life political and military experts come into play when Watson, in Ted Koppel fashion with his back to the camera and facing a monitor, solicits opinion and analysis from McCarthy et al on the worsening political situation. According to Potter, the experts did not read from prepared scripts but simply gave what would be their natural reply had they been asked the questions by a real journalist. The experts, however, were prepared as to what the storyline was and told roughly the direction of questioning, said Potter. The movie shifts back and forth between what the television viewer would see on the screen—Watson reporting the news and interviewing the experts, network file footage on Middle East fighting, correspondents out in the field—to off-camera scenes involving the news operation.

Potter said that the experts were chosen to reflect a variety of political opinion. "It doesn't take a political stand," she said. The producers approached each of the former Presidents, she said, about the possibility of appearing in the film, but all declined. So did Henry Kissinger. Also off limits—although Potter thinks cooperation would have been unlikely—were the White House and members of Congress up for reelection. "We didn't want to get into an equal time thing or allow them to campaign on the air," she explained. □

Paramount to produce new daytime strip

'America Today' will be joint arrangement with Post-Newsweek

Paramount Television Domestic Distribution and the Post-Newsweek Stations have reached a new joint production agreement for a first-run syndicated series, *America Today* ("In Brief," Sept. 10), to premiere in the fall of 1985. The one-hour series, featuring former *Real People* regular Sarah Purcell and a male co-host to be announced, will be

ABC regains top spot in weekly ratings

ABC sailed back to victory last week in the prime time Nielsen ratings after being upset by CBS the week before. It represented the seventh time in the past eight weeks that ABC has been on top. In a week filled with mostly repeats but occasionally featuring a series premiere, ABC won every weekday night and came in third only on Sunday, when it was up against premieres of new shows on the other two networks.

For the week ended Sept. 16, ABC averaged a 14.1 rating and a 24 share, compared to a 13.7/24 for CBS and a 12.6/22 for NBC. Despite its weekly prime time win, ABC had only two of the top 10 shows. The highest-rated show of the week was CBS's special one-hour premiere of ***E.R.***, starring Elliot Gould, which premiered outside its normally scheduled period. ***E.R.*** earned a 23/36. The second-highest rated show of the week was the two-hour pilot premiere of ***Miami Vice*** on Sunday between 9 and 11 p.m. in the period normally reserved for the ***NBC Sunday Night Movie***. It scored a 22.8/37.

The best nightly numbers by any network during the week were 20.9/34 for CBS on Sunday night. The ***Miss America Pageant***, on NBC on Saturday night, was the third-ranked show of the week, averaging a 22.1/39 and tying with ***60 Minutes***. The pageant helped deliver NBC its only nightly win of the week.

ABC's two-hour premiere of ***Glitter*** on Thursday at 8 p.m. recorded a 15.9/27, ranking 11th for the week. NBC's new back-to-back Sunday 7 p.m. comedy block pulled an average 20 share for the premiere of the second season of ***Silver Spoons*** and the debut of ***Punky Brewster***. ***Punky Brewster*** ranked number 37 for the week, while ***Silver Spoons*** clocked in at 51.

Although ***Monday Night Football*** was the 10th-ranked show of the week, averaging a 16.8/31, that number was down significantly from its premiere the week before, when it scored an 18.9/37 and was the second-ranked show of the week. The only other prime time sports event of the week, an ***NFL Football Special*** on ABC on Sunday night, averaged a 9.5/18 and was the 52d-ranked show of the week.

In the early evening news race, CBS was ahead for the week, averaging an 11.7/24, compared to a 9.7/20 for ABC and a 9.2/19 for NBC.

Rank	Show	Network	Rating/Share
1.	E/R	CBS	23.0/36
2.	Miami Vice	NBC	22.8/37
3.	Miss America Pageant	NBC	22.1/43
4.	60 Minutes	CBS	22.1/39
5.	Some Kind of Hero	CBS	19.5/33
6.	Cagney & Lacey	CBS	19.4/33
7.	Hawaiian Heat	ABC	19.1/34
8.	Newhart	CBS	19.0/29
9.	Kate & Allie	CBS	18.9/29
10.	NFL Football, Wash. vs. S.F.	ABC	16.8/31
11.	NFL Football	CBS	16.5/34
12.	Glitter	ABC	15.9/27
13.	Webster	ABC	15.5/28
14.	Dynasty	ABC	15.0/25
15.	Simon & Simon	CBS	14.9/25
16.	20/20	ABC	14.8/27
17.	Having It All	ABC	14.8/25
18.	Barbara Walters Special	ABC	14.6/25
19.	Benson	ABC	14.5/27
20.	Hotel	ABC	14.5/26

Rank	Show	Network	Rating/Share
21.	Fall Guy	ABC	14.2/25
22.	Something So Right	CBS	14.0/24
22.	A Team	NBC	14.0/24
24.	Gimme a Break (Thurs.)	NBC	13.9/25
25.	Hill Street Blues	NBC	13.5/25
26.	Family Ties	NBC	13.4/23
27.	TV Bloopers & Prac. Jokes	NBC	13.4/22
28.	Love Boat	ABC	13.0/23
29.	Scarecrow & Mrs. King	CBS	13.0/22
30.	Mike Hammer	CBS	12.8/24
31.	Cheers	NBC	12.8/21
32.	Magnum, P.I.	CBS	12.7/22
33.	Love Boat Preview	ABC	12.6/24
34.	Knight Rider	NBC	12.5/21
35.	Night Court	NBC	12.4/21
36.	Mama's Family	NBC	12.1/21
37.	Gimme a Break (Sat.)	NBC	11.6/22
38.	Punky Brewster	NBC	11.5/21
39.	Diff'rent Strokes	NBC	11.4/22
40.	Hardcastle & McCormick	ABC	11.3/19

Rank	Show	Network	Rating/Share
41.	High School U.S.A.	NBC	11.2/20
42.	Bosom Buddies	NBC	11.0/20
43.	Secret World-Very Young	CBS	10.9/19
44.	Special People	CBS	10.7/18
45.	Three's Company	ABC	10.6/18
46.	Threesome	CBS	10.3/18
47.	Marco Polo, part 3	NBC	10.1/18
48.	Marco Polo, part 2	NBC	10.1/16
49.	Marco Polo, part 4	NBC	9.9/17
50.	Quarterback Princess	CBS	9.8/18
51.	Silver Spoons	NBC	9.6/19
52.	NFL Football, Den. vs. Cle.	ABC	9.5/18
53.	Bugs Bunny Special	CBS	8.6/15
54.	Airwolf	CBS	8.3/16
55.	Sat. Morn. Preview	CBS	7.6/14
56.	AfterMASH	CBS	7.4/13
57.	Ripley's Believe It or Not	ABC	6.0/12
58.	Cracker Brothers	NBC	5.5/10

*indicates premiere episode

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Ratings services make market changes

Both Arbitron and Nielsen move cities in their annual rankings of the nation's television markets

Arbitron Ratings and A.C. Nielsen have issued their new market rankings for the 1984-85 season, and they disagree over four of the top 11 markets. Although it is rare for the two rating services to agree on the rankings of the top 10 markets, this year each service names a different city as the eighth, ninth, 10th and 11th ranked markets. Last year, Arbitron and Nielsen disagreed in ranking the ninth, 10th and 11th markets.

Arbitron added three new ADI's to its 1984-85 market rankings for a total of 211 (BROADCASTING, Sept. 17) and raised its estimate of U.S. television households 1% to 85,061,100. Nielsen maintained the same number of DMA's as it had last year (205) and boosted its household estimate to 85,330,140.

Arbitron's new ADI's are Hagerstown, Md. (195); Flagstaff, Ariz. (205), and Sarasota, Fla. (158). The Helena, Mont., ADI has become part of the Missoula-Butte market. Within the top 10 markets, Dallas-Fort Worth moves up from ninth place to eight, while Washington drops back from eighth to ninth. Within the top 25, Minneapolis-St. Paul rose from 14 to 13; Atlanta, from 16 to 15; St. Louis, from 18 to 17; and Phoenix, from 25 to 23.

Arbitron markets that fell were Miami, from 13 to 14; Seattle, from 15 to 16; Tampa-St. Petersburg, from 17 to 18; Indianapolis, from 24 to 25; and Portland, Ore., from 23 to 24. Entering the top 50 was Wilkes Barre-Scranton, Pa., which moved up from 52 to 50, while Greensboro-Winston Salem-High Point, N.C., slipped from 50 to 51.

In Nielsen, there were no changes within the top 10 markets, but three within the top 20. Minneapolis-St. Paul rose to 14th place from 15th, with Atlanta moving up to 15th from 16th. However, Seattle-Tacoma slipped two notches from 14th place to 16th. Within markets 21 through 30, Baltimore rose from 22d to 21st, replacing Indianapolis, which fell to 22. Phoenix moved up from 25th to 24th, switching positions with Portland, Ore. Kansas City climbed two rungs, from 30th to 28th, forcing Nashville-Bowling Green from 28th to 29th, and Milwaukee from 29th to 30th. Sixteen of the markets 31 and under also changed position and rank on the chart.

The two services' 1984-85 market rankings follow:

Nielsen

this year	market	households
1	New York	6,578,120
2	Los Angeles	4,432,460
3	Chicago	3,007,490
4	Philadelphia	2,470,050
5	San Francisco	2,067,890
6	Boston	1,932,540
7	Detroit	1,635,660
8	Washington	1,518,380
9	Dallas-Fort Worth	1,510,770
10	Cleveland	1,426,260
11	Houston	1,409,530
12	Pittsburgh	1,217,200
13	Miami	1,145,150
14	Minneapolis-St. Paul	1,139,120
15	Atlanta	1,136,840
16	Seattle-Tacoma, Wash.	1,131,420
17	Tampa-St. Petersburg, Fla.	1,112,160
18	St. Louis	1,049,020
19	Denver	960,790
20	Sacramento-Stockton, Calif.	903,490
21	Baltimore	856,630
22	Indianapolis	839,270
23	Hartford-New Haven, Conn.	837,990
24	Phoenix	806,350
25	Portland, Ore.	799,670
26	San Diego	751,630
27	Cincinnati	713,890
28	Kansas City	705,550
29	Nashville-Bowling Green, Ky	691,310
30	Milwaukee	687,240
31	Orlando-Daytona Beach-Melbourne, Fla.	664,860
32	New Orleans	633,700
33	Charlotte, N.C.	631,360
34	Buffalo, N.Y.	617,120
35	Greenville-Spartanburg, S.C.-Asheville, N.C.	606,710
36	Columbus, Ohio	599,400
37	Oklahoma City	595,480
38	Birmingham-Annisten, Ala.	578,460
39	Raleigh-Durham, N.C.	570,670
40	Salt Lake City	569,890
41	Grand Rapids-Kalamazoo, Mich.	562,400
42	Memphis	548,000
43	Louisville, Ky.	539,700
44	Providence, R.I.-New Bedford, Mass.	530,040
45	San Antonio, Tex.	515,140
46	Harrisburg-York-Lancaster-Lebanon, Pa.	513,910
47	Norfolk-Portsmouth-Newport News-Hampton, Va.	499,160
48	Charleston-Huntington, W. Va.	498,500
49	Wilkes Barre-Scranton, Pa.	497,740
50	Dayton, Ohio	493,410
51	Albany-Schenectady-Troy, N.Y.	480,190
52	Greensboro-Winston Salem-High Point, N.C.	471,930
53	Tulsa, Okla.	459,490
54	Shreveport, La.-Texarkana	455,430
55	Syracuse-Elmira, N.Y.	442,580
56	Richmond, Va.	438,860
57	Flint-Saginaw-Bay City, Mich.	437,080
58	Little Rock-Pine Bluff, Ark.	433,230
59	Wichita-Hutchinson, Kan.	420,560
60	Toledo, Ohio	410,300
61	Mobile, Ala.-Pensacola, Fla.	400,370
62	Knoxville, Tenn.	399,420
63	Albuquerque-Farmington, N.M.	396,970
64	Fresno, Calif.	393,280
65	West Palm Beach, Fla.	391,960
66	Jacksonville, Fla.	384,400
67	Green Bay, Wis.	359,210
68	Des Moines, Iowa	351,860
69	Roanoke-Lynchburg, Va.	350,630
70	Rochester, N.Y.	347,590
71	Omaha	343,870
72	Champaign-Springfield-Decatur, Ill.	337,880
73	Spokane, Wash.	337,480
74	Portland-Poland Spring, Me.	333,280
75	Davenport, Iowa-Rock Island-Moline, Ill.	330,300
76	Honolulu	323,720
77	Cedar Rapids-Waterloo-Dubuque, Iowa	323,380
78	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg-Marion, Ill.	323,270
79	Lexington, Ky.	289,320
80	Austin, Tex.	288,530
81	Johnstown-Altoona, Pa.	285,100
82	Chattanooga, Tenn.	282,730
83	Jackson, Miss.	274,700
84	South Bend-Elkhart, Ind.	274,490
85	Bristol, Va.-Kingsport-Johnson City, Tenn.	274,490
86	Springfield, Mo.	273,910
87	Tucson, Ariz.	273,560
88	Baton Rouge, La.	256,730
89	Lincoln-Hastings-Kearney, Neb.	254,580
90	Evansville, Ind.	251,610
91	Huntsville-Decatur-Florence, Ala.	250,020
92	Columbia, S.C.	247,150
93	Youngstown, Ohio	237,060
94	Springfield, Mass.	232,570
95	Burlington-Plattsburgh, Vt.	231,200
96	Greenville-New Bern-Washington, N.C.	229,900
97	Fort Wayne, Ind.	229,870
98	Waco-Temple, Tex.	228,480
99	Sioux Falls, S.D.	224,810
100	Las Vegas	218,480
101	Peoria, Ill.	217,430
102	Fargo-Valley City, N.D.	210,590
103	Lansing, Mich.	209,960
103	Colorado Springs-Pueblo, Colo.	209,870
105	Augusta, Me.	208,220
106	Madison, Wis.	205,710
107	El Paso, Tex.	205,190
108	Charleston, S.C.	196,230
109	Monterey-Salinas, Calif.	195,480
110	Lafayette, La.	195,190
111	Rockford, Ill.	191,150
112	Fort Myers-Naples, Fla.	189,590
113	Savannah, Ga.	188,190
114	Montgomery, Ala.	187,090
115	Monroe, La.-El Dorado, Ark.	185,890
116	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	185,020
117	Binghamton, N.Y.	181,630
118	Wheeling, W. Va.-Steubenville, Pa.	180,430
119	Columbus, Ga.	180,150
120	Amarillo, Tex.	178,990
121	Beaumont-Port Arthur, Tex.	176,280
122	Terre Haute, Ind.	174,850
123	Joplin, Mo.-Pittsburg, Kan.	173,230

this year	last year	market	households
124		Yakima, Wash.	172,710
125		Duluth, Minn.-Superior, Wis.	172,440
126		Harlingen-Weslaco-Brownsville, Tex.	170,300
127		Wilmington, N.C.	168,250
128		Corpus Christi, Tex.	167,300
129		Eugene, Ore.	161,530
130		Reno	161.050
131		Wichita Falls, Tex.-Lawton, Okla.	159,000
132		Wausau-Rhinelander, Wis.	157,630
133		Tallahassee, Fla.	156,470
134		La Crosse-Eau Claire, Wis.	151,880
135		Erie, Pa.	151,650
136		Boise, Idaho	151,040
137		Lubbock, Tex.	150,940
138		Traverse City-Cadillac, Mich.	150,470
139		Macon, Ga.	150,440
140		Sioux City, Iowa	148,880
141		Chico-Redding, Calif.	147,900
142		Rochester, Minn.-Mason City, Iowa-Austin, Minn.	144,320
143		Columbus-Tupelo, Miss.	143,830
144		Minot-Bismarck, N.D.	143,710
145		Columbia-Jefferson City, Mo.	141,730
146		Bluefield-Beckley-Oak Hill, W. Va.	138,660
147		Bakersfield, Calif.	138,540
148		Odessa-Midland, Tex.	136,220
149		Topeka, Kan.	134,520
150		Fort Smith, Ark.	132,010
151		Quincy, Ill.-Hannibal, Mo.	124,150
152		Bangor, Me.	123,190
153		Albany, Ga.	117,430
154		Abilene-Sweetwater, Tex.	115,370
155		Medford-Klamath Falls, Ore.	112,950
156		Florence, S.C.	106,400
157		Tyler, Tex.	100,730
158		Anchorage	99,800
159		Dothan, Ala.	99,040
160		Utica, N.Y.	97,490
161		Rapid City, S.D.	93,900
162		Idaho Falls-Pocatello, Idaho	93,190
163		Alexandria, La.	88,230
164		Laurel-Hattiesburg, Miss.	84,920
165		Billings, Mont.	82,580
166		Salisbury, Md.	81,450
167		Clarksburg-Weston, W. Va.	79,350
168		Lake Charles, La.	77,160
169		Greenwood-Greenville, Miss.	76,350
170		Gainesville, Fla.	74,140
171		Ada-Ardmore, Okla.	71,640
172		Meridian, Miss.	70,910
173		Missoula, Mont.	70,570
174		Butte-Helena, Mont.	65,600
175		Jonesboro, Ark.	65,410
176		Panama City, Fla.	65,000
177		Great Falls, Mont.	66,910
178		Watertown, N.Y.	64,570
179		Yuma, Ariz.-El Centro, Calif.	64,130
180		Biloxi-Gulfport, Miss.	62,960
181		Parkersburg, W. Va.	61,250
182		St. Joseph. Mo.	59,040
183		Cheyenne, Wyo.	59,020
184		Eureka, Calif.	56,880
185		Grand Junction, Colo.	56,240
186		Roswell, N.M.	56,100
187		Casper-Riverton, Wyo.	56,060
188		Mankato, Minn.	50,940
189		Marquette, Wis.	48,780
190		Alexandria, Minn.	48,570
191		Ottumwa-Kirksville, Iowa	44,050
192		Jackson, Tenn.	43,270
193		Lima, Ohio	40,720
194		San Angelo, Tex.	38,050
195		Harrisonburg, Va.	36,280
196		Laredo, Tex.	32,270
197		Zanesville, Ohio	31,120
198		Presque Isle, Me.	29,210
199		Victoria, Tex.	26,370
200		Twin Falls, Idaho	25,850
201		Bend, Ore.	25,290
202		Fairbanks, Alaska	23,580
203		North Platte, Neb.	15,950
204		Alpena, Mich.	15,140
205		Glendive, Mont.	5,190

Arbitron

this year	last year	market	households
1	1	New York	6,565,700
2	2	Los Angeles	4,365,800
3	3	Chicago	3,015,600
4	4	Philadelphia	2,528,600
5	5	San Francisco	2,054,300
6	6	Boston	1,943,300
7	7	Detroit	1,650,800
8	9	Dallas-Fort Worth	1,506,600
9	8	Washington	1,490,000
10	10	Houston	1,436,800
11	11	Cleveland	1,395,100
12	12	Pittsburgh	1,229,000
13	14	Minneapolis-St. Paul	1,155,900
14	13	Miami	1,154,600
15	16	Atlanta	1,135,900
16	15	Seattle-Tacoma	1,133,700
17	18	St. Louis	1,041,000
18	17	Tampa-St. Petersburg	1,013,000
19	19	Denver	977,600
20	20	Sacramento-Stockton, Calif.	903,700
21	21	Baltimore	862,400
22	22	Hartford-New Haven, Conn.	799,000
23	25	Phoenix	795,300
24	23	Portland, Ore.	784,400
25	24	Indianapolis	782,900
26	26	San Diego	750,000
27	28	Cincinnati	716,400
28	27	Kansas City	698,600
29	29	Milwaukee	686,300
30	30	Orlando-Daytona Beach-Melbourne, Fla.	668,500
31	31	Nashville	644,500
32	32	Charlotte, N.C.	644,100
33	34	New Orleans	639,200
34	35	Columbus, Ohio	628,700
35	33	Buffalo	615,600
36	40	Oklahoma City	604,300
37	36	Greenville-Spartanburg, S.C.-Asheville, N.C.	594,600
38	37	Raleigh-Durham, N.C.	590,200
39	41	Providence, R.I.-New Bedford, Mass.	561,600
40	38	Grand Rapids-Kalamazoo-Battle Creek, Mich.	560,900
41	38	Memphis	554,400
42	42	Salt Lake City	554,100
43	43	Charleston-Huntington, W. Va.	529,200
44	45	San Antonio, Tex.	528,400
45	44	Louisville, Ky.	515,200
46	47	Norfolk-Portsmouth-Newport News-Hampton, Va.	502,900
47	48	Birmingham, Ala.	498,200
48	46	Harrisburg-York-Lancaster-Lebanon, Pa.	496,900
49	49	Dayton, Ohio	479,800
50	52	Wilkes Barre-Scranton, Pa.	479,500
51	50	Greensboro-Winston Salem-High Point, N.C.	478,600
52	51	Albany-Schenectady-Troy, N.Y.	477,100
53	54	Shreveport, La.-Texarkana, Tex.	461,600
54	55	Tulsa, Okla.	459,200
55	57	Richmond, Va.	442,200
56	53	Little Rock, Ark.	432,200
57	58	Wichita-Hutchinson, Kan.	421,800
58	56	Flint-Saginaw-Bay City, Mich.	421,200
59	59	Knoxville, Tenn.	415,300
60	60	Toledo, Ohio	409,300
61	61	Mobile, Ala.-Pensacola, Fla.	408,300
62	63	West Palm Beach, Fla.	394,900
63	64	Jacksonville, Fla.	390,200
64	62	Albuquerque, N.M.	390,100
65	65	Fresno-Visalia, Calif.	382,500
66	67	Des Moines, Iowa	368,000
67	66	Syracuse, N.Y.	364,600
68	69	Green Bay, Wis.	353,100
69	68	Roanoke-Lynchburg, Va.	348,300
70	73	Springfield-Decatur-Champaign, Ill.	348.100
71	70	Rochester, N.Y.	346,000
72	71	Omaha	345,500
73	72	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg-Marion, Ill.	338,400
74	75	Davenport, Iowa-Rock Island-Moline, Ill.	337,600
75	74	Spokane, Wash.	326,700
76	77	Lexington, Ky.	317,200
77	76	Cedar Rapids-Waterloo-Dubuque, Iowa	316,600
78	78	Portland-Poland Spring, Me.	316,500
79	80	Johnstown-Altoona, Pa.	301,300
80	79	Chattanooga, Tenn.	293,000
81	82	Austin, Tex.	289,500
82	86	Springfield, Mo.	278,800
83	85	Tucson, Ariz.	274,500
84	84	Jackson, Miss.	274,400
85	81	South Bend-Elkhart, Ind.	273,700
86	87	Bristol, Va.-Kingsport-Johnson City, Tenn.	271,600
87	88	Evansville, Ind.	261,200
88	90	Columbia, S.C.	259,600
89	91	Baton Rouge, La.	257,200
90	89	Lincoln-Hastings-Kearney, Neb.	255,200
91	92	Huntsville-Decatur-Florence, Ala.	251,100
92	83	Youngstown, Pa.	236,600
93	94	Sioux Falls-Mitchell, S.D.	232,300
94	96	Springfield, Mass.	231,400
95	97	Waco-Temple, Tex.	230,900
96	95	Fort Wayne, Ind.	229,200
97	103	El Paso, Tex.	222,000
98	100	Peoria, Ill.	216,700
99	98	Greenville-New Bern-Washington, N.C.	216,100
99	102	Las Vegas	216,100
101	93	Burlington, Va.-Plattsburgh, N.Y.	215,000
102	101	Fargo, N.D.	211,400
103	98	Lansing, Mich.	209,900
104	103	Augusta, Me.	206,500
105	105	Colorado Springs-Pueblo, Colo.	205,400
106	111	Charleston, S.C.	197,100
107	106	Madison, Wis.	196,800
108	107	Savannah, Ga.	196,500
109	109	Lafayette, La.	195,600
110	108	Salinas-Monterey, Calif.	194,600
111	109	Rockford, Ill.	190,600
112	112	Fort Myers-Naples, Fla.	189,600
113	114	Monroe, La.-El Dorado, Ark.	186,600
114	116	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	183,000
115	113	Columbus, Ga.	180,300
116	115	Amarillo, Tex.	177,800
117	120	McAllen-Brownsville, Tex.	175,100
118	118	Joplin, Mo.-Pittsburg, Kan.	174,100
119	117	Duluth, Minn.-Superior, Wis.	173,100
120	119	Montgomery, Ala.	172,300
121	120	Beaumont-Port Arthur, Tex.	170,300
122	122	Yakima, Wash.	168,000
123	124	Reno	165,800
123	123	Wheeling, W. Va.-Steubenville, Pa.	165,800
125	125	Corpus Christi, Tex.	165,700
126	130	Wichita Falls, Tex.-Lawton, Okla.	163,600
127	126	Terre Haute, Ind.	161,700
128	126	Eugene, Ore.	159,400
128	131	Lubbock, Tex.	159,400
130	129	La Crosse-Eau Claire, Wis.	159,000
131	132	Wausau-Rhinelander, Wis.	156,500
132	128	Tallahassee-Thomasville, Fla.	155,600
133	134	Binghamton, N.Y.	153,000
134	137	Boise, Idaho	152,400
135	146	Erie, Pa.	150,800
136	145	Topeka, Kan.	150,400
137	136	Columbus-Tupelo, Miss.	150,100

this year	last year	market	households
138	133	Traverse City-Cadillac, Mich.	148,900
139	135	Sioux City, Iowa	148,800
140	138	Chico-Redding, Calif.	147,000
141	139	Rochester, Minn.-Mason City, Iowa-Austin, Minn.	144,200
142	140	Macon, Ga.	142,100
143	143	Bluefield-Beckley-Oak Hill, W.Va.	141,600
144	142	Minot-Bismarck-Dickinson, N.D.	140,800
145	141	Columbia-Jefferson City, Mo.	138,300
146	144	Odessa-Midland, Tex.	137,700
147	148	Fort Smith, Ark.	137,300
148	149	Florence, S.C.	136,200
149	153	Missoula-Butte, Mont.	135,600
150	147	Bakersfield, Calif.	132,700
151	150	Wilmington, N.C.	126,600
152	150	Albany, Ga.	125,800
153	152	Quincy, Ill.-Hannibal, Mo.	124,000
154	156	Bangor, Me.	122,000
155	154	Medford, Ore.	114,500
156	155	Abilene-Sweetwater, Tex.	112,700
157	157	Idaho Falls-Pocatello, Idaho	107,900
158	—	Sarasota, Fla.	106,700
159	158	Utica, N.Y.	102,200
160	159	Tyler, Tex.	101,600
161	160	Dothan, Ala.	99,700
162	161	Rapid City, S.D.	95,000
163	163	Alexandria, La.	89,100
164	169	Billings-Hardin, Mont.	87,500
165	162	Clarksburg-Weston, W. Va.	85,100
166	165	Elmira, N.Y.	84,300
167	166	Salisbury, Md.	82,100
168	164	Laurel-Hattiesburg, Miss.	80,200
169	171	Meridian, Miss.	78,300
170	174	Greenwood-Greenville, Miss.	78,000
171	168	Lake Charles, La.	77,300
172	167	Watertown-Carthage, N.Y.	77,000
173	172	Ardmore-Ada, Okla.	76,100
174	170	Gainesville, Fla.	75,800
175	173	Jonesboro, Ark.	66,100
176	175	Panama City, Fla.	65,500
177	176	Great Falls, Mont.	64,400
178	179	Biloxi-Gulfport-Pascagoula, Miss.	60,900
179	177	El Centro, Calif.-Yuma, Ariz.	58,200
180	178	Alexandria, Minn.	56,800
180	180	Casper-Riverton, Wyo.	56,800
182	181	Eureka, Calif.	56,700
183	182	Roswell, N.M.	55,900
184	185	Grand Junction, Colo.	55,800
185	183	Jackson, Tenn.	54,000
186	184	Marquette, Mich.	53,400
187	186	Palm Springs, Calif.	52,400
188	188	Tuscaloosa, Ala.	50,500
189	190	St. Joseph, Mo.	50,300
190	189	Cheyenne, Wyo.	49,400
191	191	Lafayette, Ind.	44,700
192	187	Bowling Green, Ky.	43,500
193	195	San Angelo, Tex.	42,700
194	192	Anniston, Ala.	42,300
195	—	Hagerstown, Md.	41,300
196	193	Lima, Ohio	40,500
197	196	Harrisonburg, Va.	37,000
198	194	Parkersburg, W. Va.	34,700
199	198	Laredo, Tex.	32,800
200	199	Zanesville, Ohio	30,900
201	200	Presque Isle, Me.	28,800
202	204	Ottumwa, Iowa-Kirksville, Mo.	28,700
203	202	Victoria, Tex.	26,800
204	201	Twin Falls, Idaho	26,200
205	—	Flagstaff, Ariz.	25,200
206	203	Bend, Ore.	24,600
207	197	Mankato, Minn.	22,700
208	206	Selma, Ala.	17,100
209	207	North Platte, Neb.	16,000
210	208	Alpena, Mich.	14,700
211	209	Glendive, Mont.	5,000

Changing Hands

PROPOSED

KGMS(AM) Sacramento and KSFM(FM) Woodland, both Calif. ☐ Sold by Kula Broadcasting Corp. to Duffy Broadcasting for $10 million. **Seller** is principally owned by Alexander J. Krisik, president; Theodore J. Wolf; A. Judson Sturtevant, and H.W. Dustin. They recently sold KFAX(AM) San Francisco ("Changing Hands," April 23,) and now have no other broadcast interests. **Buyer** is owned by Robert J. Duffy, who is president of Christal Radio, national radio sales rep firm. It also owns KCNR-AM-FM Portland, Ore.; KMJI(FM) [formerly KLIJ-FM] Denver ("Changing Hands," April 30) and KRZN(AM) Englewood, Colo. KGMS is on 1380 khz full time with 5 kw. KSFM is on 102.5 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: R.C. Crisler & Co.*

WHLI(AM)-WKJY(FM) Hempstead, N.Y. ☐ Sold by Williams Broadcasting Corp. to Long Island Broadcasting Inc. for $5 million cash plus a $200,000 noncompete agreement. **Seller** is principally owned by Robert L. Williams (69.5%) and C.J. Lawrence, New York investment banking firm (26.1%). Williams is also president of LWB Corp., which owns WLAG(AM)-WJYA(FM) LaGrange, Ga.; WKAP(AM) Whitehall, Pa., and WYJA(AM) Marietta, Ga. Station was originally sold to Metrocomco ("Changing Hands," April 16) for $5,275,000, but deal fell through. **Buyer** is owned by Albert J. Kaneb, who recently purchased WSLR(AM)-WKDD(FM) Akron, Ohio ("Changing Hands," June 18). He is also member of board of Cornell University, which owns KCHU-AM-FM Ithaca, N.Y. WHLI is daytimer on 1100 khz with 10 kw. WKJY is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: The Holt Corp.*

KPTL(AM)-KKBC(FM) Carson City, Nev. ☐ Sold by Woodward Communications Inc. to Constant Broadcasting Co. for $2.1 million. **Seller** is Dubuque, Iowa-based publisher and station group of four AM's and four FM's headed by F.R. Woodward, chairman, and Bill Woodward, president. It publishes Dubuque *Telegraph Herald* and six other newspapers. **Buyer** is Lake Oswego, N.Y.-based station group of two AM's and two FM's owned by Frederic W. Constant. KPTL is on 1300 khz with 5 kw day and 500 w night. KKBC is on 97.3 mhz with 52 kw and antenna 2,240 feet above average terrain.

WFLB(AM) Fayetteville and WRHI(AM) Rock Hill, both N.C. ☐ Sold by Gray Broadcast En-

Greater Media Inc.

has acquired

WWRC (AM)
Washington, D.C.

from

NBC

for

$3,600,000

We are pleased to have served as
broker in this transaction.

BLACKBURN & COMPANY, INC.

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9465 Wilshire Blvd.
(213) 274-8151

9/24/84

change HAAT to 328 ft. App. Sept. 14.

■ KYFM (100.1 mhz) Bartlesville, Okla.—Seeks CP to change TL; change ERP to .95 mhz, and change HAAT to 493 ft. App. Sept. 10.

■ KICE (100.7 mhz) Bend, Ore.—Seeks CP to change ERP to 100 kw and change HAAT to 598.5 ft. App. Sept. 12.

■ KJSN (92.5 mhz) Klamath Falls, Ore.—Seeks CP to change TL; change HAAT to 2,188 ft., and change ERP to 30 kw. App. Sept. 12.

■ KIJK (95.1 mhz) Prineville, Ore.—Seeks CP to change HAAT to 478 ft. App. Sept. 12.

■ WMGK (102.9 mhz) Philadelphia—Seeks CP to change ERP to 8.5 kw. App. Sept. 18.

■ WYAK-FM (103.1 mhz) Surfside Beach, S.C.—Seeks CP to change HAAT to 328 ft. App. Sept. 18.

■ WZLT (99.3 mhz) Lexington, Tenn.—Seeks CP to change TL and change HAAT to 275 ft. App. Sept. 18.

■ KDNT-FM (94.5 mhz) Gainesville, Tex.—Seeks CP to change TL and change HAAT to 1,111 ft. App. Sept. 12.

■ KGKL-FM (97.5 mhz) San Angelo, Tex.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 411.312 ft. App. Sept. 14.

■ KTLT (102.7 mhz) Wichita Falls, Tex.—Seeks CP to change TL; change ERP to 1.8 kw, and change HAAT to 423.12 ft. App. Sept. 11.

■ *KUER-FM (90.1 mhz) Salt Lake City—Seeks CP to install new tower with new ant. and low power standby ant. App. Sept. 12.

■ KBHV (106.3 mhz) Spanish Fork, Utah—Seeks CP to change TL; change ERP to 7.08 kw, and change HAAT to 2,758.48 ft. App. Sept. 18.

■ KLYK (105.5 mhz) Longview, Wash.—Seeks CP to change ERP to .316 kw. App. Sept. 10.

■ KIOK (94.9 mhz) Richland, Wash.—Seeks CP to make changes in ant. sys. App. Sept. 10.

■ KZOK-FM (102.5 mhz) Seattle—Seeks CP to change HAAT to 1,194 ft. App. Sept. 10.

■ *KVTI (90.9 mhz) Tacoma, Wash.—Seeks CP to change TL; change ERP to 50 kw; change HAAT to 701 ft, and install DA. App. Sept. 12.

TV's

Accepted

■ WSLA (ch. 8) Selma, Ala.—Seeks MP to change HAAT to 1,693 ft and change ant. App. Sept. 18.

■ WTXL (ch. 27) Tallahassee, Fla.—Seeks CP to change ERP to vis. 1,184.7 kw, aur. 118.46 kw; change HAAT to 864.4 ft., and change to non-DA. App. Sept. 12.

■ WIMM-TV (ch. 8) Iron Mountain, Mich.—Seeks MP to change HAAT to 655 ft and change TL. App. Sept. 12.

■ KFWY-TV (ch. 10) Riverton, Wyo.—Seeks MP to change ERP to vis. 185 kw, aur. 37 kw; change HAAT to 1,725 ft., and change ant. App. Sept. 17.

■ WOLF-TV (ch. 38) Scranton, Pa.—Seeks MP to change ERP to vis. 3,800 kw, aur. 370 kw. App. Sept. 13.

Actions

AM's

■ KMLO (1000 khz) Vista, Calif.—Returned app. to change night power to 1 kw and make changes in ant. sys. Action Sept. 4.

■ WONQ (1140 khz) Pine Hills, Fla.—Returned app. to increase power to 2.5 kw; change TL, and make changes in ant. sys. Action Sept. 12.

■ WDUN (550 khz) Gainesville, Ga.—Granted app. to increase night power to 2.5 kw and make changes in ant. sys. Action Sept. 4.

■ KVSV (1190 khz) Beloit, Kan.—Granted app. to make changes in ant. sys. Action Sept. 11.

■ WMSG (1050 khz) Oakland, Md.—Granted app. to increase power to 1 kw. Action Sept. 5.

■ WLLH (1400 khz) Lowell, Mass.—Granted app. to construct new tower; change TL, and make changes in ant. sys. Action Sept. 4.

■ WCAT (700 khz) Orange, Mass.—Granted app. to change power to 2.5 kw. Action Sept. 12.

■ KASM (1150 khz) Albany, Minn.—Granted app. to increase power to 2.5 kw. Action Sept. 4.

■ KOGA (930 khz) Ogallala, Neb.—Granted app. to increase day power to 2.5 kw and install DA-2. Action Sept. 11.

■ WAUB (1590 khz) Auburn, N.Y.—Granted app. to add night service with 1 kw and install DA-2. Action Sept. 4.

■ WTYN (1160 khz) Tryon, N.C.—Granted app. to operate by remote control from main SL. Action Sept. 4.

■ WMNI (920 khz) Columbus, Ohio—Granted app. to change SL to 1460 Dublin Rd., Marble Cliff, Ohio. Action Aug. 31.

■ WXPX (1300 khz) West Hazelton, Pa.—Granted app. to add night service with 500 w; install DA-2, and make changes in ant. sys. Action Sept. 5.

■ KTBB (600 khz) Tyler, Tex.—Granted app. to make changes in ant. sys. Action Sept. 5.

FM's

■ KKJJ (103.9 mhz) Payson, Ariz.—Granted app. to change TL; change ERP to 1.6 kw, and change HAAT to 393 ft. Action Sept. 5.

■ WHHY-FM (101.9 mhz) Montgomery, Fla.—Granted app. to correct coordinates. Action Aug. 29.

■ KHLS (96.3 mhz) Blytheville, Ariz.—Granted app. to change freq. to 96.3 mhz; change ERP to 100 kw, and change HAAT to 445 ft. Action Aug. 29.

■ KCHV (93.7 mhz) Coachella, Calif.—Granted app. to change TL; change ERP to 26.5 kw; change HAAT to 640 ft., and make changes in ant. sys. Action Aug. 28.

■ KKGO (105.1 mhz) Los Angeles—Granted app. to change ERP to 17.6 kw and change HAAT to 2,604 ft. Action Sept. 10.

■ *KSPB (91.5 mhz) Pebble Beach, Calif.—Granted app. to change HAAT to 485 ft. Action Sept. 11.

■ WEBE (107.9 mhz) Westport, Conn.—Granted app. to change TL and change HAAT to 383 ft. Action Sept. 10.

■ WCRJ-FM (107.3 mhz) Jacksonville, Fla.—Returned app. to change TL; change ERP to 70 kw, and change HAAT to 918 ft. Action Aug. 31.

■ WHOO-FM (96.5 mhz) Orlando, Fla.—Granted app. to change TL; change HAAT to 1,563 ft. and make changes in ant. sys. Action Aug. 28.

■ WBBK-FM (93.5 mhz) Blakely, Ga.—Granted app. to change TL and change HAAT to 328 ft. Action Sept. 12.

■ KOKU (100.3 mhz) Agana, Guam—Granted app. to change ERP to 5 kw and change HAAT to 850 ft. Action

Summary of broadcasting as of July 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,750	170	4,920
Commercial FM	3,618	418	4,036
Educational FM	1,153	173	1,326
Total Radio	9,521	761	10,231
FM translators	789	444	1,233
Commercial VHF TV	536	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	197	74	271
UHF LPTV	93	136	229
Total LPTV	290	210	500
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

HIGHSMITH BROADCASTING COMPANY

has acquired

KLHT-AM/KZZU-FM

(Formerly KREM-FM)

Spokane, Washington

from King Broadcasting Company

For $1,200,000.00

The undersigned acted as broker in this transaction and assisted in the negotiations

Kalil & Co., Inc.

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C1850-14

The Fifth Estate

Broadcasting ▱ Oct 1

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*Spring 1984 Arbitron Metro Shares 6A-12M, Mon/Sun
**12+ Metro Shares 6A/12M, Mon/Sun, 1979, 1980, 1981, 1982, 1983, 1984

53d Year 1984

Cable's bill: It's on again
Premiere week ratings
Report from IBC

20814SRI AT8501 ZWZ
SRI AEQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

Vol. 107 No. 14

Broadcasting ▱ Oct 1

Cities, cable come to agreement
IBC coverage from Brighton
Premiere week ratings

ONE MORE TIME □ Cities and cable industry come to agreement on H.R. 4103. Legislation is expected to be acted upon this week. **PAGE 39.**

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Datebook

This week

Sept. 30-Oct. 2—*New Jersey Broadcasters Association* 38th annual convention. Speakers: Edward Fritts, president, National Association of Broadcasters; Bernard Mann, president, National Radio Broadcasters Association, and Ben Hoberman, ABC Radio. Golden Nugget casino/hotel, Atlantic City, N.J.

Sept. 30-Oct. 2—*Washington State Association of Broadcasters* annual fall conference. Red Lion Inn, Pasco, Wash.

Sept. 30-Oct. 2—*Kentucky CATV Association* fall convention. Galt House, Louisville.

Oct. 1—Deadline for applications to *East-West Center* Jefferson Fellowships for news editors and broadcasters to study and travel in Asia in spring, 1985. Center is nonprofit educational institution funded primarily by U.S. Congress and Asian and Pacific governments. Information: Curator, Jefferson Fellowships, East-West Center, 1777 East-West Road, Honolulu, 96848.

■ Indicates new or revised listing

Oct. 1—Deadline for entries in U.S. Television and Radio Commercials Festival, sponsored by *U.S. Festivals Association*. Information: (312) 834-7773.

Oct. 1—*New York TV Academy* dinner. Topic: "Master Writers and Their Craft." Copacabana, New York.

Oct. 1—Deadline for entries in *Freedoms Foundation at Valley Forge* 35th annual national awards. Information: (215) 933-8825.

■ **Oct. 1**—*Capital Press Club* meeting. Speaker: Pluria Marshall, National Black Media Coalition. National Association of Broadcasters boardroom, Washington.

Oct. 1-3—Second annual Women in Telecommunications conference, sponsored by *FCC* and *American Women in Radio and Television*. Theme: "The Woman Entrepreneur." Washington Marriott hotel, Washington.

Oct. 1-3—*Women in Cable* third national professional conference, "Cable in Context '84: Tools for Today." Marriott hotel, Chicago. Information: (202) 296-7245.

Oct. 1-5—*London Multi-media Market III*. Gloucester hotel, London. Information: LMM, 33 Southampton Street, London, WC2E 7HQ, London; telephone: 01-240-8676.

Oct. 2—*Cabletelevision Advertising Bureau* local cable sales advertising workshop. Sheraton Inn, Portland, Ore.

Oct. 3—*Southern California Chapter, Society of Satellite Professionals* meeting at Sheraton Universal hotel, Los Angeles. Speaker: William M. Hynes, director of telecommunications, ABC Inc.

Oct. 3—*New York TV Academy* luncheon. Speakers: Robert MacNeil and Lester Crystal, *MacNeil/Lehrer NewsHour*. Copacabana, New York.

Oct. 3—*Bay Area Society for Television, Advertising and Radio* "Casino Night." Giftcenter, San Francisco.

Oct. 3—"Overview of Cable Television and Technical Background," part one of five-week course offered by *Women in Cable, Washington chapter*, and *Washington Metropolitan Cable Club*. George Washington University, Washington.

Oct. 3-5—*Tennessee Association of Broadcasters* annual convention. Hyatt Regency, Memphis.

Oct. 3-6—*National Indian Communications Conference*, "The Business of Media." Keynote speaker: Ed Pfister, president, Corporation for Public Broadcasting. Tulsa Excelsior, Tulsa, Okla.

Oct. 4—*Cabletelevision Advertising Bureau* local cable sales advertising workshop. Airport Hilton, Los Angeles.

Oct. 4—"Multichannel MDS: Wireless Cable?" communications forum sponsored by *Massachusetts Institute of Technology*. MIT campus, Bush room, Cambridge, Mass.

Oct. 4-5—"Reporting Public Affairs in the Year 2004," sponsored by *Ohio State University School of Journalism*. Speakers include Fred Friendly, Columbia University Graduate School of Journalism; Nicholas Johnson, former FCC commissioner, and Everette Dennis, Gannett Center for Media Studies. Fawcett Center for Tomorrow, OSU campus, Columbus, Ohio.

Oct. 4-6—*National Religious Broadcasters* Eastern regional convention. Marriott, Dulles International Airport, suburban Washington.

Oct. 4-7—*American Women in Radio and Television* Southeast area conference. Crabtree Valley Marriott hotel, Raleigh, N.C.

Major Meetings

Oct. 28-Nov. 2—*Society of Motion Picture and Television Engineers* 126th technical conference and equipment exhibit. New York Hilton.

Oct. 30-Nov. 1—*Atlantic Cable Show*, Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Nov. 7-9—*Television Bureau of Advertising* 30th annual meeting, Hyatt Regency, Chicago. Future meetings: Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Nov. 11-14—*Association of National Advertisers* annual meeting. Camelback Inn, Scottsdale, Ariz.

Nov. 17-20—*AMIP '84, American Market for International Programs*, second annual program marketplace, organized by Perard Associates with MIDEM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach.

Dec. 5-7—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

Dec. 5-7—*Radio-Television News Directors Association* international conference. San Antonio Convention Center, San Antonio, Tex.

Jan. 5-8, 1965—*Association of Independent Television Stations (INTV)* annual convention. Century Plaza hotel, Los Angeles.

Jan. 10-14, 1985—*NATPE International* annual convention. Moscone Center, San Francisco. Future conventions: Jan. 17-22, 1986, New Orleans Convention Center, and Jan. 24-27, 1987, New Orleans.

Jan. 26-29, 1985—*Radio Advertising Bureau*'s Managing Sales Conference. Amfac hotel, Dallas.

Jan. 30-Feb. 1, 1985—25th annual Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

Feb. 3-6, 1985—*National Religious Broadcasters* 42d annual convention. Sheraton Washington, Washington.

Feb. 15-16, 1985—*Society of Motion Picture and Television Engineers* 19th annual television conference. St. Francis hotel, San Francisco.

March 7-9, 1985—16th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Inc*. Opryland hotel, Nashville.

March 26-27, 1985—*Cabletelevision Advertising Bureau*'s fourth annual cable advertising conference. Sheraton Center, New York.

April 14-17, 1985—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Dallas, April 13-16, 1986; Dallas, April 12-15, 1987, and Las Vegas, April 10-13, 1988.

April 20-25, 1985—20th annual *MIP-TV*, Marche International des Programmes, international TV program marketplace. Palais des Festivals, Cannes, France.

May 5-8, 1985—*ABC-TV* annual affiliates meeting. New York Hilton, New York.

May 7-11, 1985—*American Women in Radio and Television* annual convention. New York Hilton. Future convention: May 27-31, 1986, Loew's Anatole, Dallas.

May 12-15, 1985—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 12-15, 1985—*Broadcast Financial Management Association* 25th annual conference, Chicago. Future conference: April 27-30, 1986, Los Angeles.

May 15-18, 1985—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 19-22, 1985—*CBS-TV* annual affiliates meeting. Fairmont hotel, San Francisco.

June 2-5,1985—*National Cable Television Association* annual convention, including National Cable Programing Conference. Las Vegas Convention Center, Las Vegas. Future conventions: March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

June 5-9, 1985—*Broadcasters Promotion Association/Broadcast Designers Association* annual seminar. Hyatt Regency, Chicago. Future conventions: June 10-15, 1986, Loew's Anatole, Dallas; June 17-20, 1987, Peachtree Plaza, Atlanta; June 22-25, 1988, Bonaventure, Los Angeles; June 22-25, 1989, Renaissance Center, Detroit.

June 8-12, 1985—*American Advertising Federation* national convention. J.W. Marriott, Washington. Future convention: June 14-18, 1986, Hyatt Regency Chicago.

Aug. 8-Sept. 14, 1985—Space WARC, first of two sessions to develop plan for space services in geostationary orbital arc. Some 150 countries expected to attend. Second session of *World Administrative Radio Conference* scheduled for October 1988. Geneva.

■ **Oct. 6-9, 1985**—Second annual Radio Convention and Programing Conference, jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Loew's Anatole hotel, Dallas.

Errata

Gammon & Ninowski, Washington, was **broker for the seller in sale of KSUN(AM) Phoenix** reported in Sept. 24 "Changing Hands."

☐

In Sept. 24 list of **market rankings by Arbitron and Nielsen,** Augusta, Me., should have been **Augusta, Ga.**

☐

In Sept. 24 story on **appeals court overturning decision which supported broadcasters' position that blanket music licenses are antitrust violation,** it was incorrectly stated that license fees television stations pay to ASCAP and BMI will remain frozen until all appeals are exhausted. In truth, **whether there will be any adjustment and at what rate are open questions at this time.**

☐

Name of **new Radio Advertising Bureau monthly magazine** is *Sound Management* not **Sound Business** as reported in "Riding Gain," Sept. 24.

RIDING GAIN

The week's worth of news and comment about radio

AP birthday

Today (Oct. 1) marks the 10th anniversary of the Associated Press's radio network, AP Network News. The radio operation began in Washington with a network of 200 stations, but has since grown to 1,100 affiliates. AP says that makes it the largest radio network.

From a schedule of 18 newscasts per day in 1974, AP Network News (formerly the AP Radio Network) has expanded to 54 newscasts daily (Monday-Sunday). Other additions have included 12 business shows, five farm programs (Monday-Friday) and numerous life-style features and sportscasts. The network also settled into new facilities in Washington last year when it combined forces with AP's broadcast news wire services which moved from New York ("Riding Gain," May 16, 1983).

Separately, AP Network News said it is joining forces with Broadcast News Limited, a news agency serving over 400 stations in Canada, to cover the launch and landing of the joint U.S./Canadian space shuttle mission aboard the Challenger, which is scheduled for lift-off today. The anchor team will consist of AP's Warren Levinson and BN's Dan Dugas. Additionally, AP announced that KQMS(AM) Redding, Calif., has become the first radio station in the country to receive its satellite-delivered, 1,200 words-per-minute news wire service called NewsPower 1200 ("Riding Gain," May 7). AP said more than 200 stations thus far have signed contracts to receive the service.

KQMS's GM Harry Barker

Strong August

Network radio business for August climbed 14.6% to $23,470,489, according to the Radio Network Association, which relies on financial data collected confidentially from ABC, CBS, NBC, RKO, Mutual and Sheridan by the accounting firm of Ernst & Whinney. Year-to-date billings totaled $172,560,690—up 3.7% over the same period a year ago.

CD radio

Classical-formatted WNCN(FM) New York will be airing 160 hours of music recorded on laser-read compact disks (CD's) this week (Oct. 1-7) as it stages "All CD Week." There was an "overwhelming response" from listeners when WNCN(FM) first introduced CD's on the air in February 1983, said station vice president and general manager Matthew Field. According to Field, WNCN(FM) was the first station to begin including CD recordings as part of its regular programing. He also noted that the station's weekly *What's New* program, which highlights new CD releases added to the station's music library, was expanded from one to three hours earlier this year. "The [CD] recordings," said Field, "provide a higher quality sound, free from the hisses, clicks and pops that can characterize conventional LPs."

Off the market

Cleveland-based Metroplex Communications has changed its mind about selling country-formatted WPKX-AM-FM Alexandria, Va. ("Closed Circuit," Sept. 24), Norman Wain, company president, released a statement last Tuesday (Sept. 25) saying the stations would remain in the Metroplex fold. "We have received many inquiries since the recent FCC action permitting broadcasting companies to own 12 radio stations came into effect. We have reviewed these offers and have decided not to sell these stations [WPKX-AM-FM]," said Wain. "We are extremely encouraged by the recent upsurge in WPKX's ratings and billings and we are optimistic about the future of the Washington radio market," he added.

First choice

According to a new Radio Advertising Bureau-commissioned survey conducted by R.H. Bruskin Associates, most people turn to radio as the first source of news, weather and information. Of 1,009 adults, 18 and older, surveyed by telephone in September, 52% named radio as the first morning news source (6 a.m.-10 a.m.), while television ranked second and newspapers third. The survey results showed that during the morning, radio is relied upon most heavily by the 25-to-34 demographic (60%) and among respondents earning between $30,000 and $40,000 annually (60%).

In response to a question as to which electronic media respondents would turn to for "fast, up-to-the-minute reports" in time of emergencies, 56% of the sample group said radio. Highest responses for the aural medium came from the 35-to-49 age group (60%) and from those earning $40,000 or more per year (66%). Forty-three percent of those surveyed cited television as their top choice in this situation, while roughly 1% of the responses named either CB or ham radios.

Format list. While adult contemporary reigned as the most widely programed format for the top 10 stations in the top 50 markets (Broadcasting, Sept. 17), country music continued as the most popular full-time radio format for all U.S. commercial radio stations, according to a specially prepared listing for BROADCASTING by New York-based Radio Information Center. Of over 8,000 stations in RIC's data bank, country music is heard on 2,321 stations, followed by adult contemporary (1,841 stations) and MOR/nostalgia (966 stations). Highlighted below is a list of 18 format categories and number of stations in each as of Sept. 1.

Format	*Stations*
Country	2,321
Adult contemporary	1,841
MOR/nostalgia	966
Rock/CHR	796
Religious	474
Easy listening	442
AOR	242
Variety	233
Black	172
Golden oldies	159
Spanish	150
News/talk	145
Urban contemporary	93
Soft contemporary	63
All-news	49
Classical	43
Ethnic	30
Jazz	14
Total	8,233

Tumult in Texas

ABC Radio Networks will air a live, 90-minute, satellite-delivered Quiet Riot concert from the Convention Center in San Antonio, Tex., on Oct. 19, at 10:30 p.m. (NYT). The concert is part of ABC's *Supergroups* series.

Jane Curtin

Bob Hope

series

Tyne Daly *Cagney & Lacey* (CBS) □ Lead actress in a drama series

John Ritter, *Three's Company* (ABC) □ Lead actor in a comedy series

Jane Curtin, *Kate & Allie* (CBS) □ Lead actress in a comedy series

Laurence Olivier, *Laurence Olivier's King Lear* (syndication) □ Lead actor in a limited series or special

Jane Fonda, *The Dollmaker* (ABC) □ Lead actress in a limited series or special

Cloris Leachman, *Screen Actors Guild 50th Anniversary Celebration* (CBS) □ Individual performance in a variety or music program

Alfre Woodard, *Hill Street Blues* (NBC) □ Supporting actress in a drama series

Bruce Weitz, *Hill Street Blues* (NBC) □ Supporting actor in a drama series

Roxana Zal, *Something About Amelia* (ABC) □ Supporting actress in a limited series or special

Art Carney *Terrible Joe Moran* (CBS) □ Supporting actor in a limited series or special

Rhea Perlman *Cheers* (NBC) □ Supporting actress in a comedy series

Pat Harrington Jr. *One Day At A Time* (CBS) □ Supporting actor in a comedy series

Directing

Corey Allen, *Hill Street Blues* (NBC) □ Drama series

Jeff Bleckner, *Concealed Enemies* (PBS) □ Limited series or special

Dwight Hemion, *Here's Television Entertainment* (NBC) □ Variety or music program

Bill Persky, *Kate & Allie* (CBS) □ Comedy series

R.O. Blechman, *The Soldier's Tale* (PBS) □ Individual achievement, animated programing

Emile Ardolino, *He Makes Me Feel Like Dancin'* (NBC), and **Bill Moyers,** *A Walk Through the 20th Century With Bill Moyers* (PBS) □ Individual achievement, informational programing

Writing

David Angell, *Cheers* (NBC) □ Comedy series

Steve O'Donnell, Gerard Mulligan, Sandy Frank, Joe Toplyn, Chris Elliott, Matt Wickline, Jeff Martin, Ted Greenberg, David Yazbek, Merrill Markoe, David Letterman, *Late Night with David Letterman* (NBC) □ Variety or music program

John Ford Noonan, John Masius, Tom Fontana, *St. Elsewhere* (NBC) □ Drama series

William Hanley, *Something About Amelia* (ABC) □ Limited series or special

Creative Arts

James Levine, *Live From the Met* (PBS), **Leontyne Price,** *In Performance at the White House: An Evening of Spirituals and Gospel Music* (PBS), and **Merrill Brockway,** *A Song for Dead Warriors* (PBS) □ Individual achievement in classical music/dance programing for performing or directing

James Hulsey and George R. Nelson, *A Streetcar Named Desire* (ABC) □ Art direction for a limited series or special

James Hulsey and Bruce Kay, *The Duck Factory, pilot* (NBC) □ Art direction for a series

Roy Christopher, *56th Annual Academy Awards Presentation* (ABC) □ Art direction for a variety or music program

Bob Mackie and Ret Turner, *Mama's Family* (NBC), and **Nolan Miller,** *Dynasty* (ABC) □ Costume design for a series

Julie Weiss, *The Dollmaker* (ABC) □ Costume design for a limited series or special

Ted Woolery and Gerry Woolery, *The Duck Factory* (NBC) □ Individual achievement—graphic design and title sequences

Michael G. Westmore, *Why Me?* (ABC) □ Makeup

Dino Ganziano, *The Mystic Warrior* (ABC) □ Hairstyling

James Crabe, *Micky Spillane's Mike Hammer* (CBS) □ Cinematography for a series

Bill Butler, *A Streetcar Named Desire* (ABC) □ Cinematography in a limited series or special

Gene Crowe, Sam Drummy, Larry Heider, Dave Levisohn, Wayne Orr, Ron Sheldon, Mark Sanford, *On Stage America* (syndicated) □ Technical direction and electronic camerawork for a series

Lou Fusari, Les Atkinson, Bruce Bottone, George Falardeau, Dean Hall, Dave Hilmer, Roy Holm, David Nowell, Jerry Smith, *The Magic of David Copperfield VI* (CBS) □ Technical direction and electronic camerawork for a limited series or special

Corporate Communications Consultants □ Engineering certificate for its 60XL Color Correction System, a device that improves broadcast quality of film on television

Robert Blalack, Nancy Rushlow, Dan Pinkham, Chris Regan, Larry Stevens, Dan Nosenchuck, *The Day After* (ABC), and **William M. Klages,** *The 26th Annual Grammay Awards* (CBS) □ Individual achievement, special visual effects

Robert A. Dickinson and Frank C. Olivas, *Solid Gold* (syndicated) □ Lighting direction (electronic) for a series

William M. Klages, *The 6th Annual Kennedy Center Honors: A Celebration of the Performing Arts* (CBS) □ Lighting direction (electronic) for a limited series or special

Bruce Broughton, *Dallas* (CBS) □ Music composition for a series

Bruce Broughton, *The First Olympics: Athens 1896, part I* (NBC) □ Music composition for a limited series or special

Ian Fraser, Billy Byers, Chris Boardman, J. Hill, Lenny Stack, *The Screen Actors Guild 50th Anniversary Celebration* (CBS) □ Musical direction

Larry Grossman and Buz Kohan, *Here's Television Entertainment* (NBC) □ Music and lyrics

Andrew Chulack, *Cheers* (NBC) □ Film editing for a series

Jerrold L. Ludwig, *A Streetcar Named Desire* (ABC) □ Film editing for a limited series or special

Howard Brock, *Fame* (syndication) □ Videotape editing for a series

Jim McQueen and Catherine Shields, *American Film Institute Salute to Lillian Gish* (CBS) □ Videotape editing for a limited series or special

Airwolf (CBS) □ Film sound editing for a series

The Day After (ABC) □ Film sound editing for a limited series or special

Edward J. Greene and Carol Pratt. *Anne Murray's Winter Carnival* (CBS) □ Live and tape sound mixing and sound effects for a limited series or special

Hill Street Blues (NBC) □ Film sound mixing for a series

A Streetcar Named Desire (ABC) □ Film sound mixing for a limited series or special

Mark Hanes, Stu Fox, Dean Okrand, Ed Suski, *Real People* (NBC) □ Live and tape sound mixing and sound effects for a series

Michael Smuin, *A Song for Dead Warriors* (PBS) □ Choreography

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Lifetime undergoes metamorphosis

Network to introduce programing with broader-based appeal

Armed with entertaining hosts, controversial topics and telephone-interaction with the audience, the Lifetime cable network hopes to break away from narrowcasting and at-

---

ABC takes lead on eve of premiere week

ABC won hands down the last week before the official beginning of the 1984-85 prime time season. For the week ended Sept. 23, ABC averaged a 15.3 national rating in Nielsen, compared to a 14.8 for NBC and 14.2 for CBS. The official start of the new season was last week and although many shows have already premiered, the networks will not be in head-to-head direct competition for several weeks because of baseball playoffs, specials and a few repeat programs. For a full report see "Top of the Week."

Rank	Show	Network	Rating/Share
1.	Bill Cosby Show	NBC	21.6/39
2.	60 Minutes	CBS	20.7/35
3.	Highway to Heaven	NBC	20.6/35
4.	Hunter	NBC	20.4/33
5.	A Team	NBC	19.0/32
6.	The Enforcer	NBC	18.5/29
7.	Paper Dolls	ABC	18.4/29
8.	AfterMASH	CBS	18.2/29
9.	Three's Company	ABC	17.9/30
10.	Jessie	ABC	17.7/29
11.	Family Ties	NBC	17.5/30
12.	20/20	ABC	17.3/32
13.	Emmy Awards	CBS	17.1/33
14.	Hawaiian Heat	ABC	16.9/30
15.	Simon & Simon	CBS	16.7/28
16.	Webster	ABC	16.6/30
17.	TV Bloopers and Prac. Jokes	NBC	16.6/28
18.	Burning Rage	CBS	16.5/30
19.	NBC's All-Star Happy Hour	NBC	16.5/26
20.	Cagney & Lacey	CBS	16.4/29
21.	Matt Houston	ABC	16.2/29
22.	Hardcastle & McCormick	ABC	15.9/26
23.	NFL Football (7-7:34 p.m.)	CBS	15.8/31
24.	St. Elsewhere	NBC	15.8/29
25.	Benson	ABC	15.5/30
26.	Magnum, P.I.	CBS	15.1/26
27.	Newhart	CBS	15.0/24
28.	NFL Football, Miami vs. Buffalo	ABC	14.9/28
29.	Love Boat	ABC	14.8/28
30.	Glitter	ABC	14.5/25
31.	Kate & Allie	CBS	14.5/23
32.	Hotel	ABC	14.3/27
33.	Cover-Up	CBS	14.0/26
34.	Dynasty	ABC	13.7/23
35.	Call to Glory	ABC	13.6/23
36.	Partners in Crime	NBC	13.4/25
37.	Mike Hammer	CBS	13.3/25
38.	Cheers	NBC	13.3/23
39.	Who's the Boss	ABC	13.2/22
40.	Finder of Lost Loves	ABC	13.1/24
41.	George Burns Special	NBC	12.9/23
42.	Knight Rider	NBC	12.7/20
43.	Fall Guy	ABC	12.5/22
44.	Dukes of Hazzard	CBS	12.4/23
45.	Hill Street Blues	NBC	12.1/22
46.	The Cannonball Run	CBS	11.9/20
47.	Airwolf	CBS	11.5/22
48.	Punky Brewster	NBC	11.3/20
49.	Scarecrow & Mrs. King	CBS	11.3/19
50.	Hot Pursuit	NBC	11.2/21
51.	E/R	CBS	10.8/19
52.	M*A*S*H	CBS	10.7/17
53.	Ripley's Believe It or Not	ABC	9.8/18
54.	London & Davis in New York	CBS	9.7/18
55.	People Do the Craziest Things	ABC	9.4/17
56.	Dean Martin Special	NBC	9.3/17
57.	Silver Spoons	NBC	9.0/17
58.	The Border	NBC	6.6/12

*indicates premiere episode

BEST AVAILABLE COPY

Principal is also app. for new FM in Ferndale, Calif. Filed Sept. 17.

FM's

■ Andalusia, Ala.—Companion Broadcasting Service Inc. seeks 104.7 mhz; 3 kw; HAAT: 328 ft. Address: Hwy 29N, P.O. Box 987, 36420. Principal is owned by Betty S. Williams (50%), and her sons, James A. (25%) and Timothy L. (25%). It also owns WAAO(AM) Andalusia, Ala. Filed Sept. 19.

■ *Daytona Beach, Fla.—Central Florida Educational Network seeks 90.1 mhz; .578 kw; HAAT: 277 ft. Address: P.O. Box 24203, Lakeland, Fla. 33802. Principal is nonprofit corporation headed by J.B. Buffington. It is also app. for new FM's in Naples, Gainesville, Leesburg and Melbourne, all Florida (see below). Filed Sept. 19.

■ *Gainesville, Fla.—Central Florida Educational Network seeks 91.7 mhz; .518 kw; HAAT: 355 ft. Address: P.O. Box 24203, Lakeland, Fla. 33802. Principal is nonprofit corporation headed by J.B. Buffington. It is also app. for new FM's in Naples, Daytona Beach, Leesburg and Melbourne, all Florida (see above and below). Filed Sept. 19.

■ Gulf Breeze, Fla.—Timothy P. Woodward seeks 95.3 mhz; 3 kw; HAAT: 299.6 ft. Address: 786 Glendover Ct., Lexington, Ky. 40502. Principal has app. for new TV in Carlsbad, N.M. His father, Dr. Sewell Woodward, has interest in CP for new TV in Hutchinson, Kan., and app. for new TV in Lexington, Ky. Filed Sept. 21.

■ *Leesburg, Fla.—Central Florida Educational Network seeks 90.3 mhz; .150 kw; HAAT: 283 ft. Address: P.O. Box 24203, Lakeland, Fla. 33802. Principal is nonprofit corporation headed by J.B. Buffington. It is also app. for new FM's in Naples, Daytona Beach, Gainesville and Melbourne, all Florida (see above and below). Filed Sept. 19.

■ Miami—Gadela Christian Church seeks 88.1 mhz; .1 kw; HAAT: 30 m. Address: 735 NE 160th St., 33162. Principal is owned by Ernest Vendrell, H. Mimoso, Rene Clavareza and Frank Zavala. They have no other broadcast interests. Filed Sept. 21.

■ *Naples, Fla.—Central Florida Educational Network seeks 89.5 mhz; .548 kw; HAAT: 250 ft. Address: P.O. Box 24203, Lakeland, Fla. 33802. Principal is nonprofit corporation headed by J.B. Buffington. It is also app. for new FM's in Gainesville, Daytona Beach, Leesburg and Melbourne, all Florida (see above). Filed Sept. 19.

■ *Boise, Idaho—Idaho Educational Broadcasting Foundation seeks 88.5 mhz; .419 kw; HAAT: 1,883 ft. Address: P.O. Box 384, Lewiston, Idaho 83501. Principal is nonprofit corporation headed by Richard C. Moore. It is also app. for new FM's in Boise, Twin Falls, Lewiston, Pocatello, Sandpoint, Payette and Idaho Falls. Filed Sept. 20.

■ *Yankton, S.D.—Great Plains Educational Trust seeks 90.7 mhz; .518 kw; HAAT: 430 ft. Address: 408 S. Hawthorne Ave., Sioux Falls, S.D. 57104. Principal is nonprofit corp. headed by Dr. Ronald Tottingham. It also has app. for new FM's in Aberdeen, Brookings, Mitchell, Sioux Falls, Watertown and Rapid City, all South Dakota. Filed Sept. 19.

■ *Williston, Vt.—Trinity Baptist High School seeks 90.9 mhz; .888 kw; HAAT: 49 ft. Address: Route 2A, Williston, Vt. 05495. Principal is nonprofit private educational institution headed by Rev. Paul Weaver, chairman. It has no other broadcast interest. Filed Sept. 19.

TV's

■ Miami Beach, Fla.—Telecentro Inc. seeks ch. 35; ERP vis. 2,000 kw; aur. 200 kw; HAAT: 364 ft.; ant. height above ground: 369 ft. Address: 923 W. 39th St., 33140. Principal is owned by Joaquin Raul Ruiz (80%) and Sarah Cortina (20%). They have no other broadcast interests. Filed Sept. 21.

■ Miami Beach, Fla.—Canal 35 Inc. seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,810 ft.; ant. height above ground: 1,813 ft. Address: 1909 W. Flagler St., 33135. Principal is owned by Edward Terry Jaramillo (75%) and Alejandro N. Fernandez (25%). They have no other broadcast interests. Filed Sept. 21.

■ Miami Beach, Fla.—Miami Broadcasting Inc. seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 730 ft.; ant. height above ground: 728 ft. Address: 3628 Southwest 112th Ave., 33165. Principal is owned by Maria E. Figueroa who has no other broadcast interests. Filed Sept. 21.

■ Miami Beach, Fla.—Communi-Centre Broadcasting Inc. seeks ch. 35; ERP vis. 3,574 kw; aur. 358 kw; HAAT: 579 ft.; ant. height above ground: 358 ft. Address: 240 Crandon Blvd., Suite 218, Key Biscayne, Fla. 33149. Principal is owned by Isabel Normiella (66.6%) and Isabel del Pino (33.3%). They have no other broadcast interests. Filed Sept. 21.

■ Miami Beach, Fla.—Miami 35 Corp. seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 526 ft.; ant. height above ground: 527 ft. Address: 2001 NW 7th St., #1001, 33125. Principal is equally owned by Herbert Espino and Antonio Dieguez. They have no other broadcast interests. Filed Sept. 21.

■ Miami Beach, Fla.—A&I Television Ltd. seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 594 ft.; ant. height above ground: 598 ft. Address: 4005 Kumquat Village Rd., 33133. Principal is owned by Calud Anderson, general partner (10%), and International Broadcast Consultants, (90%). IBC is owned by Robert H. Ruark (55%) and seven other family members. It has interests in app.'s for 23 LPTV's; and TV's in Tampa, Fla., and Austin and Tyler, both Texas. John D. Schuyler, who has 10% interest in IBC, has interest in KQIQ(AM)-KQYZ-FM Lemoore, Calif. Filed Sept. 21.

■ Miami Beach, Fla.—seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,473.1 ft.; ant. height above ground: 1,469.3 ft. Address: 5727 NW 17th Ave., 33142. Principal is owned by Joseph H. Kanter (70%) and Athalie Range (30%). Kanter owns two LPTV's and app.'s for 184 LPTV's. Filed Sept. 21.

■ Miami Beach, Fla.—Minority Broadcasting Corp. seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,810 ft.; ant. height above ground: 1,808 ft. Address: 825 NE 79th St., 33138. Principal is owned by William Latimore (51%) and six others. They have no other broadcast interests. Filed Sept. 21.

■ Miami Beach, Fla.—Spanish Broadcasting Corp. seeks ch. 35; ERP vis. 4,909 kw; aur. 491 kw; HAAT: 880.4 ft.; ant. height above ground: 880 ft. Address: 100 N. Biscayne Blvd., 33123. Principal is equally owned by Remedios Diaz, Mercedes M. Ferre, Irela Saumat and Manuela Ley. They have no other broadcast interests. Filed Sept. 21.

■ Miami Beach, Fla.—Hernandez, Costa & Associates seeks ch. 35; ERP vis. 4,666.6 kw; aur. 466.6 kw; HAAT: 1,200 ft.; ant. height above ground: 1,193 ft. Address: 9600 SW 93rd Ave., 33176. Principal is equally owned by Francisco J. Hernandez and Jose A. Costa. They have no other broadcast interests. Filed Sept. 21.

■ Miami Beach, Fla.—Coral Was Broadcasting Inc. seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,805.5 ft.; ant. height above ground: 1,797.5 ft. Address: 1861 SW 36th Ave., 33145. Principal is owned by Carlos Salmon (50%), Sixto L. Ferro (25%), Ofelia Tabares Fernandez (20%) and Pedro A. Martin (5%). They have no other broadcast interests. Filed Sept. 21.

■ Miami Beach, Fla.—Grace Broadcasting Network Inc. seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1000 ft.; ant. height above ground: 996 ft. Address: 10446 SW 127th Pl., 33186. Principal is nonprofit corporation headed by Palmira Lozada, president. It has no other broadcast interests. Filed Sept. 21.

Summary of broadcasting
as of July 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,750	170	4,920
Commercial FM	3,618	418	4,036
Educational FM	1,153	173	1,326
Total Radio	9,521	761	10,231
FM translators	789	444	1,233
Commercial VHF TV	536	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	197	74	271
UHF LPTV	93	136	229
Total LPTV	290	210	500
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Miami Beach, Fla.—First Latin Women Broadcasting Inc. seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,015 ft.; ant. height above ground: 1,018 ft. Address: 1030 SW 44th Ave., 33134. Principal is owned by Diana Madero who has no other broadcast interests. Filed Sept. 21.

■ Miami Beach, Fla.—Lamar Communications Inc. seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 807 ft. Address: 3050 Biscayne Blvd. #501, 33137. Principal is owned by Christina Bruce, who has no other broadcast interests. Filed Sept. 21.

■ Miami Beach, Fla.—Miami Latino Broadcasting Inc. seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,174 ft.; ant. height above ground: 1,166 ft. Address: 5900 SW 73rd St., #101, 33143. Principal is owned by Jose Molina, who has no other broadcast interests. Filed Sept. 21.

■ Miami Beach, Fla.—Julio and Silvia Fernandez seek ch. 35; ERP vis. 1,358.8 kw; aur. 135.8 kw; HAAT: 535 ft.; ant. height above ground: 520 ft. Address: P.O. Box 650506, 33165. Principals are husband and wife with no other broadcast interests. Filed Sept. 20.

■ Miami Beach, Fla.—Adib Eden seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 618 ft.; ant. height above ground: 606 ft. Address: 440 East 13th St., Hialeah, Fla. 33010. Principal is also app. for new FM in Glendale, Ariz. Filed Sept. 21.

■ Miami Beach, Fla.—Explorado de Miami Inc. seeks ch. 35; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,721 ft.; ant. height above ground: 1,722.5 ft. Address: 235 Prospect Ave., Princeton, N.J. 08540. Principal is equally owned by James F. Hoffman, and his wife Nancy and Beverly Garcia. Hoffman also owns WNDZ(AM) Portage, Ind., [CP] which it recently sold pending FCC approval. Filed Sept. 19.

■ Miami Beach, Fla.—Manuel Arques and Sonny Wright seek ch. 35; ERP vis. 5,000 kw; aur. 500 kw: HAAT: 1,000 ft.; ant. height above ground: 1,001 ft. Address: 3275 NW 79th St., 33147. Principals have no other broadcast interests. Filed Sept. 20.

■ Venice, Fla.—Channel 62 of Venice Ltd. seeks ch. 62; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 766 ft.; ant. height above ground: 775 ft. Address: 3279 Hitching Post, Suite 54, DeWitt, Miss. 48820. Principal is owned by J. Scott Campbell and his wife, Laurie. They have no other broadcast interests. Filed Sept. 21.

■ Venice, Fla.—Pauline Zlotolow & Associates Ltd. seeks ch. 62; ERP vis. 4,810 kw; aur. 481 kw; HAAT: 987 ft.; ant. height above ground: 982 ft. Address: 1087 Peppertree Dr., Sarasota, Fla. 33581. Principal is owned by Pauline Zlotolow, who has no other broadcast interests. Filed Sept. 21.

■ Venice, Fla.—Todd Broadcasting Corp. seeks ch. 62; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 809 ft.; ant. height above ground: 809 ft. Address: 9704 Braden Run, Bradenton, Fla. 34202. Principal is owned by Christine L. Todd, who has no other broadcasting interests. Filed Sept. 21.

■ Venice, Fla.—Santa Rosa Broadcasting Inc. seeks ch. 62; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 546 ft.; ant. height above ground: 544 ft. Address: 9704 19 Rockhill Road #3-C, Bala Cynwyd, Pa. 19004. Principal is owned by Janet G. Lindsley, who is app. for new FM in Santa Rosa Beach, Fla. Filed Sept. 21.

■ Venice, Fla.—Venice Communications Inc. seeks ch. 62; ERP vis. 2,808 kw; aur. 281 kw; HAAT: 1,010 ft.; ant. height above ground: 1,008 ft. Address: 918 East Busch Blvd., Tampa, Fla. 33612. Principal is owned by Dennis McGillicuddy (75%) and Gilberto Hernandez (25%). They have no other broadcast interests. Filed Sept. 21.

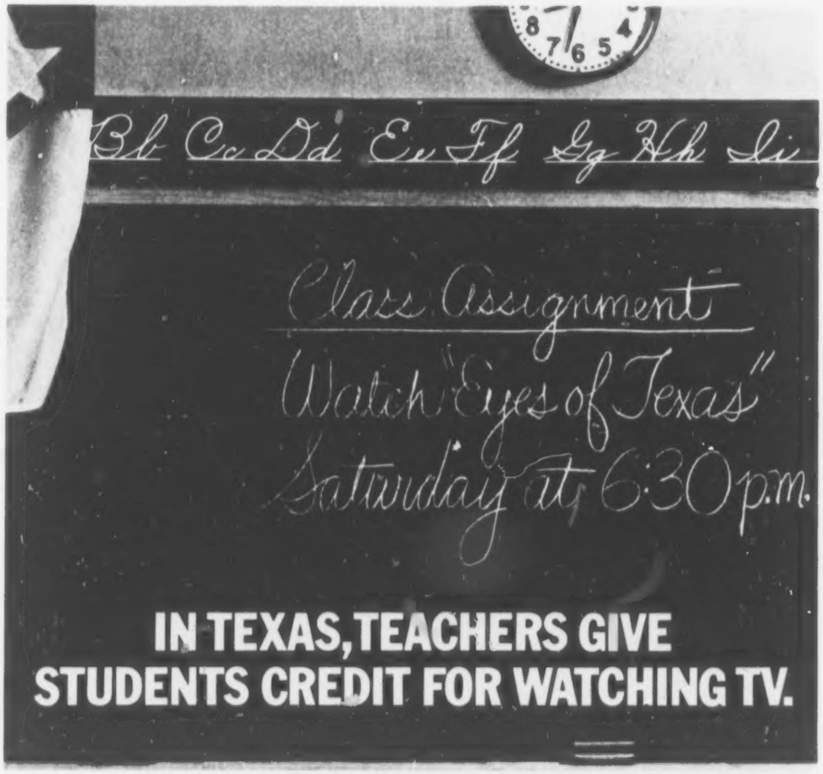
■ Venice, Fla.—Venice Broadcasting Inc. seeks ch. 62; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,009 ft.; ant. height above ground: 1,019 ft. Address: 189 Bradley Place, Palm Beach, Fla. 33480. Principal is owned by Nedra K. Brody, who has no other broadcast interests. Filed Sept. 20.

■ Morehead, Ky.—Garcia Communications seeks ch. 67; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 812 ft.; ant. height above ground: 722 ft. Address: 1579 N. Millard, Rialto, Calif. 92367. Principal is owned by Edward Powley (66.6%) and Marta G. Garcia (33.3%). It also has app.'s for five new TV's. Powley's brother, John owns WHGM(FM) Bellwood, Pa.; WOPC(TV) Altoona, Pa., and CP for WIIM-TV Iron Mountain, Pa. He also has app.'s for six LPTV's. Filed Sept. 21.

■ Minneapolis—Jean T. Goins seeks ch. 45; ERP vis. 3,200 kw; aur. 320 kw; HAAT: 700 ft.; ant. height above ground: 682.2 ft. Address: 1729 East Co. Rd., White Bear Lake, Minn. 55110. Principal with his sister, Janet is also app. for 12 LPTV's. His son, N. Walter Goins, owns KXLI(TV) St. Cloud, Minn; KXLT(TV) Rochester, Minn.,

The Fifth Estate

Broadcasting Oct 8



IN TEXAS, TEACHERS GIVE STUDENTS CREDIT FOR WATCHING TV.

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Vol. 107 No. 15.

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State of the art on broadcast technology
CBS wins premiere week
Times Mirror unveils videotex service

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NOT BUDGING ☐ Networks remain firm on election projection stance before House hearing. **PAGE 91.**

NEW FALL SEASON ☐ PBS's fall schedule aimed at getting wider audience. **PAGE 92.**

OPEN THE TEXT GATES ☐ Times Mirror launches videotex service, GATEWAY, in southern California. **PAGE 100.**

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putting its subjects on the spot, probed by a moderator who knows that a slew of contradictory answers may be valid."

Thursday night offers a potpourri of programing, including *Sneak Previews*, *Mystery!*, *Tony Brown's Journal* and the new 13-part series, *On the Money*, which premieres Oct. 11. *Money* is co-hosted by Linda Harris and Will Lyman, and attempts to provide simplified and practical information on personal money management.

Friday features *Washington Week in Review*, *Wall Street Week* and *Great Performances*. The last was moved from Monday night when PBS research showed that the greatest crossover audience of any two PBS programs was *Wall Street* and *Great Performances*. PBS does not feed programing on Saturdays.

Of the PBS programs airing last year, nothing was pulled "because it was weak," Weil said. However, some programs, such as *Inside Story*, were canceled because of a lack of funding. With no promised demographics to sell to advertisers, PBS's scheduling of programs is more flexible than that of the commercial networks. "We certainly have some idea of what the target audience is and when they're most likely to watch a program and we try to position the program in the schedule that way," Weil said. But "the programs are the ends in themselves for us. I don't particularly worry too much about who a program is geared to," she said. Nevertheless, more science programing and documentaries are expected to broaden PBS's program appeal this year, attracting more younger male viewers, "the 8-to-teen-age group," Weil said.

So far, early rating returns on some of the new PBS prime time series are promising. Based on overnights from Neilsen for New York, Chicago, Los Angeles, San Francisco and Philadelphia, *Wonderworks'* first episode, "Booker," the story of the young Booker T. Washington, which premiered Oct. 1, averaged a 3.3 rating/5 share. *Heritage's* first episode (Oct. 1) averaged a 5.5/8. Its second episode (Oct. 2) received a 5.3/8. Said PBS's director of corporate information, Mary Jane McKinven: PBS was "very pleased about *Heritage's* showing. We believe we've got a hit." □

Full-year numbers. ABC won the prime time ratings over 52 weeks of the 1983-84 season but lost to CBS in both daytime and news ratings. In the 52-week period ending with the official start of the new season on Sept. 24, ABC averaged a 15.8 rating in prime time, compared to 15.3 for CBS and 13.6 for NBC. ABC improved one tenth of a rating point over its performance in the 1982-83 season, but CBS slipped a half of a rating point and NBC fell six tenths of a rating point. In daytime ratings, CBS averaged 7.1, compared to 6.7 for ABC and 5.1 for NBC. However, ABC's performance was 6% below that of the previous year, when it averaged a 7.1 rating, while CBS's daytime average rose 8% from a 6.6 rating and NBC increased 16% from a 4.4 rating. CBS is still the leader in the early evening news ratings, but by a smaller margin than last year. CBS averaged a 12.4 rating compared to 10.3 for ABC and 10.2 for NBC. And all three network early evening news ratings are below that of a year ago's figures. CBS's dropped 5% (from 13.1), ABC's fell 5% (from 10.8) and NBC's 4% (from 10.6).

CBS takes week one; NBC places second

CBS won the official opening of the 1984-85 prime season in the Nielsen national ratings with an average 17.5 rating and 29 share, compared to a 16.1/27 for NBC and a 14.5/24 for ABC. For the week of Sept. 24-30, the combined rating/share was 48.1/80 compared to 49.8/80 for the premiere week of the 1983-84 season.

Highlights of premiere week, night by night:

- The first three-hour episode of CBS's ***Mistral's Daughter*** delivered that network an average 18.2/29, allowing CBS to beat runner-up NBC by over three full rating points. ABC's ***Call To Glory*** averaged a 12.3/20 at 8 p.m., losing out by 2.3 rating points to NBC's ***TV Bloopers and Practical Jokes***. ABC's ***Monday Night Football*** (San Diego vs. Los Angeles), recorded a 15.5/27.
- Powered by a special two-hour season premiere of ***A-Team***, NBC won Tuesday with a 19.4/31.5. ***A-Team*** was the highest-rated program on any network for the evening and the fifth-ranked show of the week, averaging 21.7/34. It outdrew the second part of ***Mistral's Daughter*** on CBS from 9 to 11. ***Paper Dolls*** and ***Jessie*** on ABC in the 9 to 11 p.m. block earned a 21 and 23 share, respectively, down from their 29 shares from premieres the week before.
- Wednesday night belonged to ABC, with season premieres for its returning schedule of ***Fall Guy, Dynasty*** and ***Hotel*** delivering a 19.3/31.1. The third and final episode of ***Mistral's Daughter*** pulled a 16.3/26, its lowest performance of the three nights. Although NBC came in third for the night, ***Highway To Heaven*** drew a 17.4/28 at 8 p.m., outrating by a hair ABC's ***Fall Guy*** (17.0/28) and the first hour of the three-hour finale of ***Mistral's Daughter*** (15/25).
- NBC won Thursday night by getting off to an exceptionally strong start with ***The Bill Cosby Show*** (22.5/37) and ***Family Ties*** (20.1/32), making it the highest rated 8 to 9 p.m. period of the week, beating the premiere of ***Magnum, P.I.*** on CBS (18.4/30). NBC continued to outpace CBS as its season premieres of ***Cheers, Night Court*** and ***Hill Street Blues*** (average 30 share) outrated a special two-hour season premiere of ***Simon & Simon*** (18.2/29).
- CBS won Friday night with the highest nightly average for the week of any network—21.1/36.2, on the strength of ***Dallas*** and ***Falcon Crest***, the two highest-rated shows of the week. However, it lost out to both ABC and NBC from 8 to 9 p.m. as the ***Dukes of Hazzard*** premiered with a 13.6/24, the third worst performance of any show in that period for the week. ABC stayed ahead at 8 p.m. with season premieres for ***Benson*** (15.3/27) and ***Webster*** (16.5/28).
- ABC achieved its second victory of the week on Saturday with a two-hour season premiere of ***The Love Boat*** and the second episode of Aaron Spelling's ***Finder of Lost Loves***, which pulled almost identical ratings of a 14.9/27 and 14.2/27, respectively. Although NBC was in second place for the evening between 8 and 10 p.m., it lost out to CBS's ***Cover Up*** (14.2/27, and tied with ***Finder of Lost Loves*** on ABC.
- CBS won Sunday night, a traditional victory, as it saw its premiere of ***Murder, She Wrote*** capture an 18.8/29, a tie for ninth place.

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	26.4/44
2.	Falcon Crest	CBS	23.4/40
3.	Bill Cosby Show	NBC	22.5/37
4.	Dynasty	ABC	22.2/34
5.	A Team	NBC	21.7/34
6.	60 Minutes	CBS	20.9/34
7.	Cheers	NBC	20.7/32
8.	Family Ties	NBC	20.1/32
9.	Murder She Wrote	CBS	18.9/29
10.	Knight Rider	NBC	18.9/29
11.	Hotel	ABC	18.7/31
12.	Mistral's Daughter, part 2	CBS	18.7/30
13.	Heartsounds	ABC	18.5/31
14.	Magnum, P.I.	CBS	18.4/30
15.	Night Court	NBC	18.3/28
16.	Hill Street Blues	NBC	18.2/31
17.	Simon & Simon	CBS	18.2/29
18.	Mistral's Daughter, part 1	CBS	18.2/29
19.	Secrets/Married Man	NBC	17.5/27
20.	NFL (7-7:22 p.m.)	CBS	17.4/32
21.	Highway to Heaven	NBC	17.4/28
22.	Fall Guy	ABC	17.0/28
23.	Facts of Life	NBC	16.7/26
24.	Webster	ABC	16.5/28
25.	Mistral's Daughter, part 3	CBS	16.3/26
26.	NFL, San Diego vs. L.A. Raiders	ABC	15.5/27
27.	Benson	ABC	15.3/27
28.	It's Your Move	NBC	15.3/24
29.	Three's a Crowd	ABC	15.3/24
30.	Love Boat	ABC	14.9/27
31.	Remington Steele	NBC	14.0/26
32.	Hardcastle & McCormick	ABC	14.0/23
33.	TV Bloopers & Prac. Jokes	NBC	14.6/23
34.	Diff'rent Strokes	NBC	14.5/28
35.	Trapper John, M.D.	CBS	14.3/26
36.	Gimme a Break	NBC	14.3/26
37.	Bob Hope Special	NBC	14.3/25
38.	Cover-Up	CBS	14.2/27
39.	Finder of Lost Loves	ABC	14.2/27
40.	Punky Brewster	NBC	14.1/23
41.	Miami Vice	NBC	13.8/24
42.	Dukes of Hazzard	CBS	13.6/24
43.	20/20	ABC	13.6/23
44.	Paper Dolls	ABC	13.6/21
45.	Jessie	ABC	13.3/23
46.	Partners in Crime	NBC	13.1/24
47.	Foulups, Bleeps & Blunders	ABC	13.0/22
48.	E/R	CBS	12.9/20
49.	Mike Hammer	CBS	12.8/23
50.	Airwolf	CBS	12.6/24
51.	St. Elsewhere	NBC	12.6/21
52.	Scene of the Crime	NBC	12.5/21
53.	Glitter	ABC	12.4/19
54.	Call to Glory	ABC	12.3/20
55.	Silver Spoons	NBC	12.2/21
56.	AfterMASH	CBS	12.0/20
57.	Hunter	NBC	11.8/20
58.	Hot Pursuit	NBC	11.0/21
59.	Matt Houston	ABC	10.7/18
60.	Who's the Boss?	ABC	10.7/17
61.	Hawaiian Heat	ABC	10.0/17
62.	People Do the Craziest Things	ABC	9.0/15
63.	Ripley's Believe It or Not	ABC	8.6/14
64.	Larouche for President	ABC	6.3/11

*Indicates premiere episode

change TL; change ERP to 100 kw; change HAAT to 985 ft., and make changes in ant. sys. Action Sept. 20.

■ WBFM (98.1 mhz) Seneca, S.C.—Granted app. to change HAAT to 500 ft.; change ERP to 100 kw, and make changes in ant. sys. Action Sept. 21.

■ WKIR (104.1 mhz) Jackson, Tenn.—Granted app. to make changes in ant. sys.; change to non-DA, and change HAAT to 655 ft. Action Aug. 30.

■ KOKE-FM (95.5 mhz) Austin, Tex.—Granted app. to change SL to app. 1.6 miles outside Austin city limits. Action Aug. 24.

■ KQIZ-FM (93.1 mhz) Amarillo, Tex.—Granted app. to change TL; change ERP 100 kw, and make changes in ant. sys. Action Aug. 28.

■ KEGL (97.1 mhz) Fort Worth—Denied app. to change SL to Irving, Tex. Action Sept. 4.

■ KHCB-FM (105.7 mhz) Houston—Granted app. to change TL; change HAAT to 100 ft., and make changes in ant. sys. Action Sept. 19.

■ *New (88.1 mhz) Laredo, Tex —Granted app. to change HAAT to 284.87 ft.; change ant.; change transmitter output power, and change ant. input power. Action Aug. 30.

■ KQXT-FM (101.9 mhz) San Antonio, Tex.—Returned app. to install new transmission system. Action Sept. 12.

■ KKHK (101.1 mhz) Kanab, Utah—Granted app. to change TL; change HAAT to 786 ft., and make changes in ant. sys. Action Aug. 30.

■ WCNV (107.9 mhz) Amherst, Va.—Returned app. to change SL to Highway 29, near Faulconerville, Va. Action Sept. 4.

■ WJLM (93.5 mhz) Salem, Va.—Granted app. to change HAAT to 97.138 ft. Action Sept. 12.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act, of August 12, 1970: Section 3685; Title 39, United States Code).

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B. Paid circulation		
1. Sales through dealers & carriers, street vendors & counter sales	98*	98**
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G. Total (sum of E & F—should equal net press run shown in A)	38,653*	39,400**

I certify that the statements made by me are correct and complete.

LAWRENCE B. TAISHOFF
Publisher

*Average no. copies each issue during preceding 12 months.

**Actual number of copies single issues published nearest to filing date.

■ KIXI-FM (95.7 mhz) Seattle—Granted app. to change ant.; increase center of radiation height to 42 ft.; change ERP to 100 kw, and change HAAT to 1,220 ft. Action Sept. 14.

■ WBTQ (93.5 mhz) Buckhannon, W. Va.—Granted app. to make changes in ant. sys. Action Sept. 14.

■ WJLW (95.9 mhz) Depere, Wis.—Returned app. to change HAAT to 328 ft. Action Sept. 12.

■ New (93.1 mhz) Riverton, Wyo.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 884 ft. Action Aug. 30.

TV's

■ KPOL (ch. 40) Tucson, Ariz.—Granted app. to change ERP to vis. 1,534 kw, aur. 153.4 kw; change HAAT to 2,029 ft., and change TL. Action Sept. 21.

■ KTVJ (ch. 14) Boulder, Colo.—Granted app. to extend completion date of original CP, granted Oct. 4, 1982. Action Sept. 21.

■ WLCT (ch. 26) New London, Conn.—Granted app. to change ERP to vis 3,717 kw, aur. 371.7 kw and change ant. Action Sept. 19.

■ WJXT (ch. 4) Jacksonville, Fla.—Granted app. to change HAAT to 960 ft. Action Aug. 29.

■ WTXL (ch. 27) Tallahassee, Fla.—Granted app. to change ERP to vis. 1,184.7 kw, aur. 118.46 kw; change HAAT to 864.4 ft., and change to non-DA. Action Sept. 21.

■ WSJV (ch. 28) Elkhart, Ind.—Granted app. to make changes in ant. sys. Action Sept. 18.

■ WGME-TV (ch. 13) Portland, Me.—Granted app. to change aux. TL and ant. Action Aug. 29.

In Contest

The Review Board made the following decision:

Tucson, Ariz. (Cima Broadcasting Limited Partnership, et al.) AM Proceeding. Scheduled oral argument for Oct. 23 at 10 a.m., Room 235, 2000 L St., N.W., on exceptions to the initial decision of ALJ John H. Conlin granting the app. of Elliott-Phelps Broadcasting Limited Partnership for a new AM station of 580 khz at Tucson, and denying the app. of Cima and Fiesta Productions Inc. Each party has 20 minutes of argument. Cima and Fiesta may reserve part of their time for rebuttal. By letter, Sept. 18.

ALJ Joseph Chachkin made the following decisions:

Glendale, Ariz. (Marcell's Inc., et al.) FM Proceeding. Granted motion by Marcell's and dismissed its app. with prejudice. By order, Sept. 12.

Santa Rosa Beach, Fla. (Carter Broadcasting and Santa Rosa Broadcasting Inc.) FM Proceeding. Granted joint request for settlement agreement; dismissed Santa Rosa's app. with prejudice; granted Carter's app. for new FM station at Santa Rosa Beach, and terminated proceeding. By MO&O, Sept. 13.

ALJ John H. Conlin made the following decisions:

■ Washington, N.C. (Campbell Hauser Corp., et al.) FM Proceeding. Granted joint request and dismissed its app. with prejudice. By order, Sept. 20.

■ Gillette, Wyo. (Summit Communications Inc. and Telecrafter Corp.) MDS Proceeding. Granted joint request for agreement; dismissed Telecrafter's app.; granted Summit's app. for a new MDS station at Gillette, and terminated proceeding. By order, Sept. 18.

ALJ Frederick J. Coufal made the following decisions:

Fort Myers Villas and Cape Coral, Fla. (Sunshine Broadcasting Inc., et al.) FM Proceeding. Granted joint motion by L.B.C. and Skinnner Broadcasting which was part of an earlier settlement agreement and again dismissed Skinner's app. with prejudice. By order, Sept. 10.

Columbus, Miss. (Commoncarrier Corp. and Microband Corp. of America) MDS Proceeding. By separate orders granted motion by Commoncarrier; dismissed its app. with prejudice; granted Microband's app. for a new MDS station at Columbus, and terminated proceeding. By orders, Sept. 10.

New York (United Broadcasting Co. of New York Inc. and Osborne Communications Corp.) AM Proceeding. Granted motion by Osborne to add abuse of process issue and its effect on comparative or basic qualifications of United. By order, Sept. 7.

Sheboygan, Wis. (Retherford Publications Inc. and Sheboygan County Broadcasting Co.) TV Proceeding. Dismissed Retherford's app. with prejudice. By order, Sept. 10.

ALJ John M. Frysiak made the following decision:

St. Johnsbury, Vt. (Stanley G. Emert Jr., et al.) FM Proceeding. Granted motion by Emert and dismissed his app. with prejudice. By order, Sept. 18.

ALJ Joseph P. Gonzalez made the following decisions:

Fort Collins, Colo. (Fort Collins Television Inc., et al.) TV Proceeding. Granted motion by Eagle 22 Ltd. and resolved technical issue in its favor. By MO&O, Sept. 14.

Fort Collins, Colo. (Fort Collins Television Inc., et al.) TV Proceeding. Granted joint request for settlement agreement by Fort Collins Television and Eagle 22 Ltd. and dismissed Fort Collins Television's app. with prejudice. By MO&O, Sept. 17.

Nashville, Ga. (Tiftarea Radio Inc., et al.) FM Proceeding. Granted joint request for approval of settlement by Country Communications Inc. and Lisa Chisholm and dismissed Chisholm's app. with prejudice. By MO&O, Sept. 13.

Tampa, Fla. (Gary E. Willson, et al.) TV Proceeding. Granted motion for summary decision by Community Broadcasters of Tampa Inc. and resolved air hazard issue in its favor. By MO&O, Sept. 13.

Framingham, Mass. (Fairbanks Broadcastings Co. of Massachusetts Inc., et al.) AM Proceeding. Granted motion for summary decision by Hudson Inc., Newburgh, N.Y., and resolved air hazard issue in its favor. By MO&O, Sept. 13.

Farmington, N.M. (Quad City Communications Inc., et al.) FM Proceeding. Granted request by Quad City and dismissed its app. with prejudice. By order, Sept. 20.

Logan, Utah (John R. Powley) TV Proceeding. Granted motion for summary decision by Powley and resolved short-spaced issue in its favor; granted Powley's app. for a new television station on ch. 12 at Logan, and terminated proceeding. By MO&O, Sept. 14.

ALJ Byron E. Harrison made the following decision:

New Orleans (Powell Community Television, et al.) TV Proceeding. Granted motion by Powell and dismissed its app. By order, Sept. 7.

ALJ Edward J. Kuhlmann made the following decisions:

Vineyard Haven, Mass. (Katy Communications Inc. and Cape Video Network Inc.) TV Proceeding. Granted joint request for settlement agreement; dismissed Katy's app. with prejudice; conditionally granted Cape Video's app. for a new UHF TV station on ch. 58 at Vineyard Haven. By MO&O, Sept. 20.

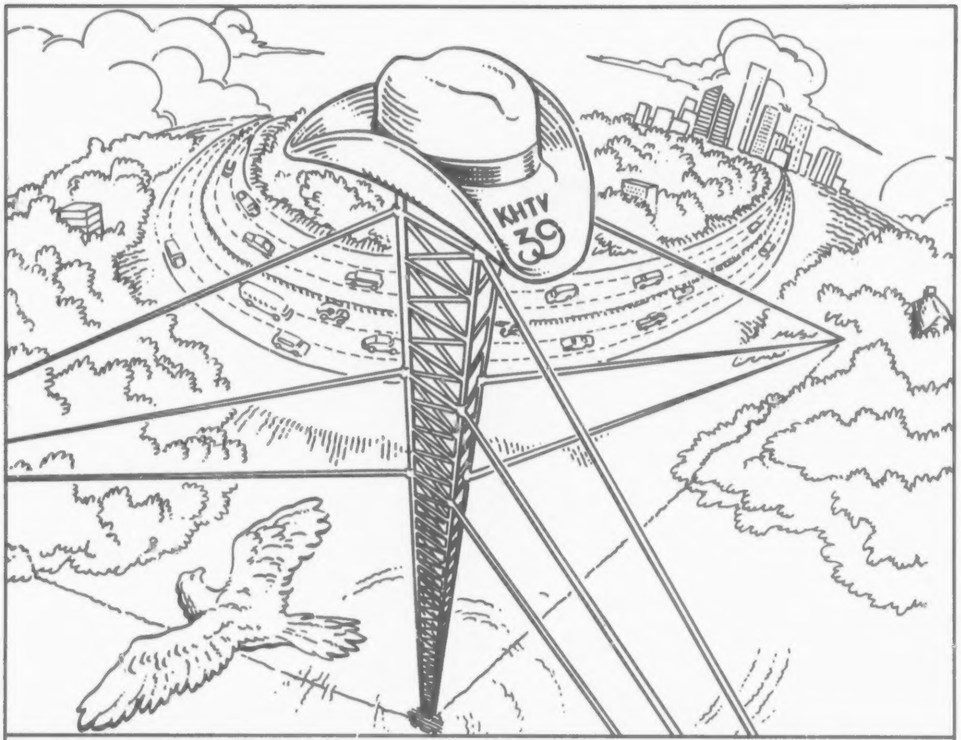
Summary of broadcasting
as of July 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,750	170	4,920
Commercial FM	3,618	418	4,036
Educational FM	1,153	173	1,326
Total Radio	9,521	761	10,231
FM translators	789	444	1,233
Commercial VHF TV	536	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	197	74	271
UHF LPTV	93	136	229
Total LPTV	290	210	500
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

The Fifth Estate

Broadcasting Oct 15



NOBODY TOPS GAYLORD'S KHTV

KHTV Channel 39 in Houston unveils The "Tall Texan" Tower. It's a high-flying achievement of true Texas proportions - 2000 feet.

Taking it from the top, there will not be a taller tower in Texas. And it will be the heaviest ever constructed.

Our tower's state of the art antenna will deliver KHTV viewers a sharper picture, better color and clearer audio.

And of course, it will increase our coverage of the ever-growing Houston area.

The Tall Texan has given a boost to KHTV. For years, we've been proud to be the station that brings television's golden programs to the country's 4th largest city. Like this fall's lineup that includes favorites like The Dukes of Hazzard, Diff'rent Strokes, Bizarre and Fat Albert.

Now KHTV is coming on stronger than ever.

GB Gaylord Broadcasting Company

TELEREP KTVT Dallas/Ft. Worth • WTVT Tampa/St. Petersburg • KSTW-TV Seattle/Tacoma
WUAB-TV Cleveland/Lorain • KHTV Houston • WVUE-TV New Orleans • WVTV Milwaukee

54th Year 1984

Vol. 107 No. 16

Broadcasting ▱ Oct 15

Congress passes cable bill
Television debates become focus of campaign
Music video news from St. Tropez

TV TOWN HALL □ Presidential and vice presidential candidates square off in televised debates. **PAGE 35.**

PASSING MUSTER □ With some fine tuning, cable bill is passed by Congress and moves on to President's desk. **PAGE 38.**

VIDEO IN THE SUN □ St. Tropez hosts first world music video festival. **PAGE 40.**

OPENING LINES □ CBS-Westmoreland trial begins with selection of jury and each side's opening arguments. **PAGE 41.**

PAY DISMISSAL □ Frank Biondi is ousted as chairman and chief executive officer of Home Box Office. **PAGE 42.**

ANOTHER ONE GONE □ With Tulsa, Okla., STV operation set for Oct. 31 shutdown, industry appears to be losing battle over viewers to cable and videocassette recorders. **PAGE 46.**

OTHER OPPORTUNITIES □ Paramount Television looks to expand markets, including first-run, home video. **PAGE 47.**

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DISNEY DEAL □ Cablevision Systems makes $75-million deal for Disney Channel programing for 10 years. **PAGE 48.**

WASHINGTON MEDICINE □ FCC Chairman Fowler tells Hollywood creative community that they will benefit from deregulatory policies. **PAGE 49.**

MUST-CARRY DEBATE □ Broadcasters and cable operators file mounds of comments on whether TV stereo and other aural subcarrier offerings are must-carries. **PAGE 58.**

DOWN UNDER SUPPORT □ Australian government picks Motorola AM system. **PAGE 68.**

BACK TO COURT □ Supreme Court refuses to review request by Cleveland TV station in libel suit, sending case back to a lower court. **PAGE 69.**

TURNING AROUND □ Libel Defense Resource Center study finds number of libel cases going against media organizations on decline. **PAGE 70.**

'NEWSHOUR' TROUBLES □ Studies show some dissatisfaction with hour-long format. **PAGE 71.**

PRESS POOL □ Pentagon agrees to establish press pool for small-scale military operations. **PAGE 71.**

WINNING NUMBERS □ CBS Inc. posts net income increase of 46% in third quarter. **PAGE 72.** Other Fifth Estate firms expected to show good but not spectacular results because of slow spot sales. **PAGE 73.**

THEN THERE WERE FOUR □ FCC rejects four applicants for failure to meet DBS due diligence deadline. DBSC, STC, USSB and Dominion left. **PAGE 75.**

IN CHARGE □ Barbara Crooks, president of Selcom Radio, attributes her success to a "positive attitude." Hard work and hands-on experience haven't hurt either. **PAGE 95.**

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CBS takes week two; baseball pushes ABC into second

CBS won the second week of the 1984-85 prime time season with a higher rating (and by a wider margin) over the competition than it won the first week. With six of the top 10 shows and none in the bottom 10, CBS led in the Nielsen national ratings for the week ended Oct. 7, scoring an 18.5 rating and 30 share, compared to a 16.0/26 for ABC and a 15.9/26 for NBC.

NBC dropped one-tenth of a rating point below its average for premiere week (Sept. 24-30), while ABC increased 1.5 rating points and CBS rose two full rating points.

Five out of seven nights on ABC were pre-empted by baseball playoffs and the presidential debate pre-empted much of Sunday night on it and the other networks, leaving Monday as the only night ABC carried its regular schedule. None of the playoff games made it into the top-10 ranked shows, but two placed in the top 20: Game four of the National League on Saturday (Oct. 6), between the San Diego Padres and Chicago Cubs, tied for 12th place, with an average 19.5/35, and game two of the American League on Wednesday (Oct. 3), between the Detroit Tigers and Kansas City Royals, ranked 19th, with a 17.8/29 average.

According to ABC researchers, the five prime time games averaged a 17.4/29, one rating point and two share points above the playoff average of 16.4/27 on NBC last year. That represented an increase of over a million TV households per average minute.

During the week reports began to surface in the press that ABC's *Call to Glory*, a serial drama about an airforce pilot and his family set in the early 1960's, was headed for a crash landing due to poor ratings. *Call to Glory* premiered with a 24.8/44 on Aug. 13, the day after the Olympics ended, and obviously benefitted from extraordinary promotion given it during ABC's coverage of the games—it was the highest rated program of that week. However, over its subsequent seven episodes, the show has steadily declined in the weekly ratings. Last week it was tied for 43d place with an average 13.5/21. Its average to date is 15.5/27 (14/24 excluding its inflated premiere). ABC executives repeated that serial dramas take a long time to achieve a large and loyal following, and said they had no immediate plans for pulling the show.

CBS won Monday, Wednesday, Thursday, Friday and Sunday nights. ABC won Saturday, and NBC, as usual, Tuesday. And although ABC edged NBC by only one-tenth of a rating point, it came in second on four nights—Tuesday, Wednesday, Friday and Sunday. The combined network rating/share for the week was 50.4/82, compared to 51.3/83 in the comparable week a year ago. HUT levels slipped to 61.9 from 62 last year.

It was a bad week for new prime time series. Except for NBC's *Bill Cosby Show* (Thursday, 8 p.m.), which achieved a 21.9/36 and ranked fifth, new series were nearly twice as prevalent in the bottom half of the rankings as in the top half. New series *Cover Up* (CBS), *Miami Vice* (NBC), *E/R* (CBS), *Hunter* (NBC) and *Hot Pursuit* (NBC) ranked, respectively, 40th, 41st, 48th, 54th and 58th. NBC's *Silver Spoons*, which averaged a 10.3/17, was the lowest-ranked series of the week.

Highlights of the week, night by night:

- CBS on Monday stayed ahead in every time period of the evening, beginning with the season premiere of *Scarecrow and Mrs. King* (17.6/28, 20th) and continuing with a special TV movie, "Passions" (22.4/34, third). ABC was in third place with *Call To Glory* (13.5/21) and *Monday Night Football*, which averaged a 14.9/25 and trailed a Johnny Carson special on NBC opposite it (19.3/30, 16th).
- On Tuesday night, neither ABC nor CBS was close to NBC, which achieved an even higher rating and share over its performance a week earlier. NBC averaged a 19.7/32 for the night based on its regular lineup of *A Team, Riptide* and *Remington Steele*. CBS stayed in third place throughout the night, with the third episode of the new series, *E/R*, averaging a 12.9/20, up two rating points over its second outing on Sept. 25.
- CBS won Wednesday night, a traditional ABC stronghold, as ABC carried the second game of the American League championship series. The premieres of *Charles in Charge* and *Dreams*, in the 8 to 9 p.m. block, earned a 16.2/27 and 16.5/25, respectively, but still were not enough to overtake the new Michael Landon series, *Highway to Heaven*, on NBC, which averaged an 18.1/29. And although NBC maintained a 25 share average through the evening, CBS overtook both it and ABC with its *Wednesday Night Movie*, "He's Not Your Son," which averaged a 23.2/36.
- CBS again won Thursday, although its *Magnum, P.I.* in the first hour lost to *The Bill Cosby Show* and *Family Ties* on NBC for the second consecutive week. According to NBC researchers, *Family Ties*, which averaged a 21/32, tied its best performance, and *Cheers*, although second in its time period, achieved its second-highest rating ever—19.5/29. Still, CBS steadily built an audience throughout the evening, averaging a 33/34 share in the 8 to 10 p.m. block with *Simon & Simon* and *Knots Landing*.
- CBS's action and heavy drama lineup on Friday gave it the evening with an average 20.8/32.6, based on its regular schedule of *Dukes of Hazzard, Dallas* and *Falcon Crest*. NBC stayed in third throughout the night, with its new action/adventure block between 8 and 10 p.m. (*Hunter* and *Miami Vice*) losing out to the third game of the American League championship on ABC.
- Game four of the National League championship on Saturday gave ABC its only nightly win of the week, a night it usually wins anyway with its regular series. CBS and NBC tied for the evening with a 13.4/24. And although NBC appeared to have the advantage over CBS between 8 and 10 p.m. by a couple of share points, it dropped six rating points in the final hour as *Hot Pursuit* fell behind CBS's new series, *Cover Up*.
- Although most of Sunday evening was pre-empted on all three networks by the presidential debate—which carried no commercials and was not included in Nielsen's weekly ratings—it was still a win for CBS, with *60 Minutes* and *Murder, She Wrote* helping to deliver more than a 10-share-point lead over the competition.

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	24.7/41
2.	He's Not Your Son	CBS	23.2/36
3.	Passions	CBS	22.4/34
4.	Simon & Simon	CBS	22.0/33
5.	Bill Cosby Show	NBC	21.9/36
6.	A Team	NBC	21.8/35
7.	National League-Sunday	ABC	21.5/38
8.	Knots Landing	CBS	21.1/34
9.	Family Ties	NBC	21.0/32
10.	Murder, She Wrote	CBS	20.3/31
11.	Falcon Crest	CBS	20.0/35
12.	Riptide	NBC	19.7/31
13.	National League-Saturday	ABC	19.5/35
14.	Cheers	NBC	19.5/29
15.	Magnum, P.I.	CBS	19.4/31
16.	Johnny Carson Anniversary	NBC	19.3/30
17.	60 Minutes	CBS	19.1/32
18.	Highway to Heaven	NBC	18.1/29
19	American League-Wednesday	ABC	17.8/29
20.	Scarecrow & Mrs. King	CBS	17.6/28
21.	Remington Steele	NBC	17.5/30
22.	Hill Street Blues	NBC	17.4/28
23.	Night Court	NBC	17.4/26
24.	National League-Thursday	ABC	17.0/27
25.	American League-Tuesday	ABC	16.9/28
26.	Facts of Life	NBC	16.7/25
27.	Dreams	CBS	16.5/25
28.	Campaign '84-debate analysis	CBS	16.4/28
29.	Charles in Charge	CBS	16.2/27
30.	Dukes of Hazzard	CBS	15.9/29
31.	Gimme A Break	NBC	15.8/22
32.	Knight Rider	NBC	15.6/24
33.	It's Your Move	NBC	15.5/23
34.	American League-Friday	ABC	15.2/26
35.	Obsessive Love	CBS	15.2/25
36.	Bengals vs. Steelers-football	ABC	14.9/25
37.	TV Bloopers & Practical Jokes	NBC	14.7/23
38.	Partners in Crime	NBC	14.6/25
39.	Diff'rent Strokes	NBC	14.4/26
40.	Cover-Up	CBS	14.3/26
41.	Miami Vice	NBC	14.0/24
42.	Hardcastle & McCormick	ABC	13.9/21
43.	Mike Hammer	CBS	13.7/24
44.	St. Elsewhere	NBC	13.7/22
45.	'84 Vote-debate analysis	ABC	13.5/23
46.	Call to Glory	ABC	13.5/21
47.	American League-Tuesday	ABC	13.4/24
48.	E/R	CBS	12.9/20
49.	Decision '84-debate analysis	NBC	12.6/22
50.	Airwolf	CBS	12.3/22
51.	AfterMASH	CBS	12.0/19
52.	Ripley's Believe It Or Not	ABC	11.7/20
53.	Hollywood Screen Tests	NBC	11.4/21
54.	Hunter	NBC	11.4/19
55.	American League-Wednesday	ABC	11.3/20
56.	American League-Friday	ABC	11.2/22
57.	National League-Saturday	ABC	11.2/22
58.	Hot Pursuit	NBC	10.6/19
59.	National League-Thursday	ABC	10.5/19
60.	Silver Spoons	NBC	10.3/17
61.	NFL Football-game	NBC	9.0/16
62.	NFL Football-post	NBC	8.1/15

*indicates premiere episode

DBS ranks cut in half

Commission rejects applications of four firms for failing to meet its first-round 'due diligence' deadline; DBSC, STC, USSB, Dominion are left

The FCC last week gave Direct Broadcast Satellite Corp., the only common carrier among the original high-power direct broadcast satellite applicants, permission to move forward with the construction and launch of its two broadcast satellites.

The authorization, however, is contingent upon DBSC's coming up with the funding to complete its contract with Ford Aerospace and Communications for the construction of the satellites by April 5, 1985.

At the same time, the FCC formally canceled the permits of four other first-round DBS applicants, including CBS, Western Union, Graphic Scanning and RCA Americom for failure to meet its "due diligence" requirement prior to last July 17.

In addition, the FCC ruled on some proposals for system modification put forth by the three permittees that have already met the due diligence test and have been given the regulatory green light. It approved the request of Comsat's Satellite Television Corp. to reconfigure its two-satellite DBS system and broadcast six channels of service to the entire continental U.S. (CONUS), rather than just the eastern half of CONUS, but it denied requests for additional channels from United States Satellite Broadcasting, a subsidiary of Hubbard Broadcasting, and Dominion Video Satellite, a start-up company based in Naples, Fla.

The FCC gave its eight 1982 DBS permittees a deadline by which they had to meet the commission's due diligence requirement or face losing their permits. The requirement was intended to prevent the warehousing of valuable oribital slots and DBS channels. To satisfy the due diligence standard, according to the order, the permittees had to "complete contracting for construction" of their satellites by July 17, 1984. And the contract, it said, had to call for the building of the satellites "definitely and immediately."

DBSC, a start-up company headed by Wilbur Pritchard and based in Bethesda, Md., had reportedly come close to losing its conditional constructional permit, which it and seven other companies had been awarded in 1982. Loss of the CP, according to DBSC's lastest FCC filing, would have put it out of the DBS business.

The indications were that the Mass Media Bureau had planned to recommend at a scheduled FCC meeting three weeks ago that DBSC's CP be canceled because of the firm's failure to meet the due diligence test, but Commissioner Mimi Dawson, wishing to take a closer look at the item, pulled it from the agenda. When the order finally emerged last week after being approved by the commissioners "on circulation" (without a formal meeting), it gave DBSC the go-ahead.

The order indicated that, at least initially, the FCC was troubled by DBSC's contract with Ford Aerospace. As first submitted, it said, the contract "provided that the construction and payment schedules... would not commence until certain financial guarantees were arranged by DBSC."

Later, DBSC "attempted to modify the nature of its contract by providing for the initiation of work by Ford on a pay-as-you-go basis until the more secure financial guarantees are arranged to initiate the specified construction and payment schedules," the order said. "It also provides for discontinuation of the contract and a substantial penalty... in the event that the specified financial arrangements are not secured by March 31, 1985."

Despite the lack of a firm contract, the FCC chose not to revoke DBSC's permit. "It is arguable that DBSC could have misinterpreted the commission's meaning of 'complete contracting for construction,' " the order said. "It did have a 'construction contract' well prior to the July 17 deadline. Furthermore, that contract contained extensive specifications, reflecting the engineering and design work already performed for DBSC's system. In addition, DBSC has made other significant and continuing efforts to advance its system and the DBS industry generally."

Although the FCC allowed DBSC to keep its permit and granted it authority to launch its satellites, it said it would not set aside specific channels and orbital slots for DBSC unless it came up with "the cash sum and presentation of letters of credit" by next April 5. To do otherwise, the order said, would be unfair to the so-called second-round DBS applicants who may move "more expeditiously" in contracting to build their satellites. The FCC is expected to award permits to all or some of the second-round applicants before the end of the year.

The FCC stressed that its extension of the DBSC permit is, in no way, precedential. "All applicants and permittees are on notice that a contract with a contingency such as DBSC/Ford's will not satisfy the due diligence requirement in the future."

Ron Coleman, a Washington attorney and an executive vice president of DBSC, was delighted by the news. "We may have been more duly diligent than some of the other applicants," he said. DBSC has paid $200,000 to Arianespace for two launch reservations, it has struck an agreement with Wold Communications for Wold to market DBSC's transponders and it has taken other steps to show its good faith, he said. He said DBSC is close to making arrangements to finance its satellites, but declined to talk about them. "We don't want to queer the deal."

CBS and Western Union had told the FCC they did not plan to pursue the DBS business at this time, did not contract for satellites and, thus, could not have been surprised by the FCC's decision last week revoking their DBS permits. RCA hadn't contracted for satellites either, but it had asked that its amended application be considered this fall

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Up in the air with DBS

DBS permittee	*Operational satellites*	*Transponders per satellite*	*Coverage of each satellite*	*Channels of service*	*Orbital slots (west longitude)*
DBSC [1]	2	10 [1]	Half CONUS*	10	101,148
STC	2	3	CONUS	6	110
USSB [2]	2	6	Half CONUS	3	110,148
Dominion Video [3]	2	6	Half CONUS	6	119

* CONtinental U.S.

[1] Each of DBSC's two satellites is designed to broadcast six channels of service to half of CONUS and four additional channels to three discrete regions within the primary service area through three spot beams.

[2] Each of USSB's two six-transponder satellites is designed to provide three channels of service in each of two time zones. The satellite at 110 degrees west longitude, for instance, would broadcast three channels to Eastern time zone and three channels to central zone. USSB has requested two additional channels for each of its satellites. If granted, it could offer four channels of service to each time zone.

[3] Dominion has requested two additional channels for each of its satellites. If granted, it could offer eight channels of service to each half of CONUS.

with the second-round DBS applicants. The FCC ruled, however, it would be unfair to include RCA in the second round. "To now consider its application as a second-round proposal, after it voluntarily missed its due diligence deadline and the [second-round] cut-off date, would violate the rights of the other permittees and applicants and effectively destroy the commission's very necessary processing rules with no countervailing benefit." If it's still interested in DBS, RCA will have to become part of the third processing group.

Graphic Scanning claimed to have met the due diligence test. It said it reached an agreement on a satellite construction contract with RCA Astro Electronics, but that it could not be finalized until a mobile radio case involving Graphic's ability to hold FCC licenses was resolved. The FCC was unsympathetic. "Graphic did not timely show an ability and willingness to commit itself to its DBS system," the FCC said. "It had over one-and-a-half years to negotiate and complete a contract, which it did not do."

STC had formerly planned to provide six channels of service to the eastern half of CONUS with its two three-transponder satellites co-located at 101 degrees west longitude. For economic reasons, however, it decided to relocate the satellites to 110 degrees west, spread out the beams of each transponder and provide six channels of service to the entire CONUS. The FCC found no problem with the proposal. "These changes do not entail the use of any available orbit/spectrum resource and the position is available, and no other parties have taken action which would be prejudiced by this grant."

The FCC denied the requests of USSB and Dominion for additional channels because the requests were not made in compliance with procedural rules, not specified in the order. "Well-established procedural rules will not be ignored," it said. "Granting requests such as these could, on balance, jeopardize the overall development of the service." The FCC said, however, that the requests will be handled in the second-round applications.

In other actions contained in the order, the FCC granted USSB's requests for some different channels and for permission to serve the eastern half of CONUS from 110 degrees west longitude, rather than 101 degrees. □

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British study tracks VCR use

Recording and playback habits analyzed; recorders have 22% penetration level

Eight of 10 homes equipped with videocassette recorders tape at least one television program a week and the average home tapes nearly five, in the meantime playing back 80% of these recordings, nine times out of 10 within a week after the taping. At least, that is the way it is in the United Kingdom, according to a study conducted there by AGB Research PLC, London, said to be Europe's largest market research company. VCR penetration at the time of the study was put at 22% of UK homes.

The study was conducted for the Broadcasters' Audience Research Board, which is owned jointly by the BBC and commercial television stations and which oversees TV audience measurement in the UK. The study was designed to measure the recording and playback of TV programs; viewing of change SL to 50 Washington St., South Norwalk, Conn. Action Sept. 14.

- WINZ-FM (94.9 mhz) Miami—Granted app. to change TL; change HAAT to 1,023 ft., and make changes in ant. sys. Action Sept. 27.
- WTMI (93.1 mhz) Miami—Granted app. to change TL; change HAAT to 1,023, and make changes in ant. sys. Action Sept. 27.
- WKKS-FM (104.9 mhz) Vanceburg, Ky.—Granted app. to make changes in ant. sys. Action Sept. 28.
- WNOE-FM (101.1 mhz) New Orleans—Granted app. to change TL and change HAAT to 1,004 ft. Action Sept. 28.
- WPGC-FM (95.5 mhz) Morningside, Md.—Dismissed app. to change TL; change SL to 6301 Ivylane, Suite 800, Greenbelt, Md.; operate transmitter by remote control; change transmitter; change ant.; change ERP to 16 kw; change HAAT to 881 ft.; install aux. ant., and make changes in ant. sys. Action Oct. 2.
- WDMS (100.7 mhz) Greenville, Miss.—Granted app. to change HAAT to 450 ft. Action Sept. 24.
- WTOJ (103.1 mhz) Carthage, N.Y.—Granted app. to change SL to intersection of State Hwys 26 and 126, West Carthage, N.Y. Action Sept. 25.
- WSRQ (94.5 mhz) Eden, N.C.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 1,532 ft., and make changes in ant. sys. Action Sept. 28.
- WSFM (99.3 mhz) Harrisburg, Pa.—Granted app. to change ERP to 2.48 kw and change HAAT to 528 ft. Action Sept. 27.
- WKCD-FM (93.5 mhz) Mechanicsburg, Pa.—Denied app. to change TL; change ERP to .525 kw; change HAAT to 720 ft., and make changes in ant. sys. Action Sept. 25.
- WGIT (92.1 mhz) Hormigueros, P.R.—Granted app. to change TL; change ERP to 3 kw; change HAAT to 580 ft., and make changes in ant. sys. Action Sept. 24.
- *KPCW (91.9 mhz) Park City, Utah—Granted app. to move ant. to new tower and change HAAT to 57 ft. Action Sept. 28.
- WSEY (96.7 mhz) Sauk City, Wis.—Granted app. to change TL; change ERP to .475 kw; change HAAT to 1,656 ft, and make changes in ant. sys. Action Sept. 24.

TV's

- WTJP (ch. 60) Gadsden, Ala.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,139 ft.; change to DA ant., and change TL. Action Sept. 26.
- *KPBS (ch. 15) San Diego—Granted app. to change HAAT to 2,007 ft.; change ant., and change TL. Action Sept. 26.
- WJTC (ch. 44) Pensacola, Fla.—Granted app. to change ERP to vis. 3,258 kw, aur. 325.8 kw. Action Sept. 27.
- WTWC (ch. 40) Tallahassee, Fla.—Granted app. to change to DA and change ERP to vis. 3,160 kw, aur. 316 kw. Action Sept. 26.
- KWHP (ch. 14) Boise, Idaho—Granted app. to change ERP to vis. 185.35 kw aur. 18.535 kw. Action Sept. 26.
- KWWL (ch. 7) Waterloo, Iowa—Granted app. to change ant. Action Sept. 26.
- WZTZ-TV (ch. 66) Marlborough, Mass.—Granted app. to change SL outside community of lic. and operate transmitter by remote control. Action Sept. 28.
- WIIM-TV (ch. 8) Iron Mountain, Mich.—Granted app. to change ERP to vis. 31.6 kw, aur. 3.1 kw; change HAAT to 635 ft.; change ant., and change TL. Action Sept. 26.
- WIIM-TV (ch. 8) Iron Mountain, Mich.—Granted app. to change HAAT to 655 ft. and change TL. Action Sept. 27.
- WHSI (ch. 51) Portland, Neb.—Granted app. to change ERP to vis. 2,565 kw, aur. 256 kw; change HAAT to 912.08 ft.; change to DA, and change TL. Action Sept. 27.
- *KOED-TV (ch. 11) Tulsa, Okla.—Granted app. to change ERP to vis. 291.7 kw, aur. 29.2 kw and change HAAT to 1,713 ft. Action Sept. 26.
- WOAC (ch. 67) Canton, Ohio—Granted app. to change ERP to vis. 1,230 kw, aur. 123 kw; change HAAT to 860 ft; change ant., and change TL. Action Oct. 2.
- KOTV (ch. 6) Tulsa, Okla.—Granted app. to install aux. ant. Action Sept. 27.
- WDAU-TV (ch. 22) Scranton, Pa.—Granted app. to install aux. ant.; change ERP to vis. 1,381 kw, aur. 138 ft.; change HAAT to 1,487 ft.; change to DA, and change TL. Action Sept. 26.
- WUAA (ch. 16) Jackson, Tenn.—Granted app. to change ERP to vis. 215 kw, aur. 21.5 kw; change HAAT to 538.13 ft.; change TL and change ant. Action Sept. 26.

In Contest

ALJ Joseph Chachkin made the following decisions:

Flagstaff, Ariz. (Minority Television of Flagstaff Inc. and Ware Communications Inc.) TV Proceeding. Granted joint request for settlement; dismissed Ware's app. with prejudice; granted Minority Television's app. for new TV station at Flagstaff, and terminated proceeding. By MO&O, Sept. 21.

Glendale, Ariz. (Arizona Number One Radio Inc., et al.) FM Proceeding. Granted motion for summary decision by Newmountain Broadcasting Corp. and resolved air hazard issue in its favor. By order, Sept. 21.

Frisco, Colo. (Frisco Electronics, et al.) FM Proceeding. Granted motion by Frisco Electronics and dismissed its app. with prejudice. By order, Sept. 25.

Burlington, N.J. (Delaware Valley Television Ltd., et al.) TV Proceeding. Granted motion by Burlington 48 Inc. and dismissed Delaware Valley Television's app. with prejudice. By order, Sept. 21.

Ithaca, N.Y. (Oswego Broadcasting and Communications Inc. and Ithaca TV Associates) TV Proceeding. Granted joint motion for settlement and dismissed Oswego's app. with prejudice. By MO&O, Oct. 1.

Amarillo, Tex. (Family Media Inc. and Amarillo Junior College District) ED/TV Proceeding. By separate orders: granted motion by Family Media to add comparative coverage issue against Amarillo, and granted petition by Amarillo to add technical issue against Family Media. By MO&O's, Sept. 25 and Sept. 26.

ALJ Frederic J. Coufal made the following decision:

Hamilton, Tex. (A. Tony Beltran, et al.) FM Proceeding. By separate orders: dismissed Stephen Nye Barton's app. with prejudice; granted motions for summary decisions by Hamilton Broadcasting Co., and resolved air hazard and financial issues in its favor. By orders, Sept. 24.

ALJ Joseph P. Gonzalez made the following decisions:

San Bernardino, Calif. (Religious Broadcasting Network, et al.) TV Proceeding. Granted motion by Amerasian Broadcasting Service Ltd. and dismissed its app. with prejudice. By order, Sept. 28.

Tampa, Fla. (Gary E. Wilson, et al.) TV Proceeding. Granted motion by Grand Bay Television Ltd. and deleted air hazard issue against it. By MO&O, Sept. 27.

ALJ Byron E. Harrison made the following decisions:

New Orleans (Horizon Broadcasting Inc., et al.) TV Proceeding. By separate orders: granted motion for summary decision by Mary Ann S. Bohi; resolved air hazard in her favor; granted motion for summary decision by Crescent City Communications Co., and resolved air hazard issue in its favor. By orders, Sept. 25 and Sept. 26.

Lake Dallas, Tex. (Womens Media Investors of Dallas Ltd., et al.) TV Proceeding. Granted joint petition by Womens Media and Opal Thornton and dismissed Poplar Lake Telecasters Ltd., app. with prejudice. By order, Oct. 1.

ALJ Walter C. Miller made the following decision:

Maurice, La. (Mercury Broadcasting Co., et al.) FM Proceeding. By separate orders: granted motion for summary decision by T&H Broadcasting Co.; resolved air hazard issue in its favor; granted motion for summary decision by Contemporary Communications Inc., and resoved air hazard issue in its favor. By MO&O's, Sept. 26 and Sept. 27.

ALJ James F. Tierney made the following decision:

Honolulu (Lee Optical and Associated Companies Retirement and Pension Fund Trust, et al.) FM Proceeding. Granted petition by C.E. Inc. to add air hazard issue against Lee Optical and Phillip R. Antoine and Lan Thi Vuong-Antoine. By MO&O, Sept. 25.

Summary of broadcasting
as of August, 31 1984

Service	On Air	CP's	Total *
Commercial AM	4,753	170	4,923
Commercial FM	3,637	418	4,055
Educational FM	1,157	173	1,330
Total Radio	9,547	761	10,308
FM translators	789	444	1,233
Commercial VHF TV	536	26	561
Commercial UHF TV	357	252	609
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,179	273	1,490
VHF LPTV	199	74	273
UHF LPTV	96	136	232
Total LPTV	295	210	505
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

Call letters

Applications

Call	*Sought by*
	New FM
KDCY	Davis Communications Inc., Cotulla, Tex.
	Existing AM
WTNN	WJED Floyd Broadcasting Inc., Somerville, Tenn.
	Existing FM's
KZSQ-FM	KVML-FM Melvin Winters, Sonora, Calif.
WBZJ-FM	WRTL-FM Capitol Communications of Illinois Inc., Rantoul, Ill.
WNNK-FM	WTPA-FM Keymarket Communications of Pennsylvania Inc., Harrisburg, Pa

Grants

Call	*Assigned to*
	New FM's
KQTA	Pillar Mountain Broadcasters Inc., Kodiak, Alaska
KXAR-FM	Sandia '76 Inc., Hope, Ark.
KROK	West Central Broadcasting Co., De Ridder, La.
*WLRF	Stockton State College, Pomona, N.J.
	New TV's
KREQ	The Mad River Broadcasting Co., Arcata, Calif.
WSMH	Flint Family Television Ltd., Flint, Mich.
WXXV-TV	Four-O Inc., Gulfport, Miss.
WOCD	G&M Broadcasting Inc., Amsterdam, N.Y.
	Existing AM's
KCFO	KAKC Salem Media of Oklahoma Inc., Tulsa, Okla.
WIVK	WHIG Dick Broadcasting Co. of Tennessee, Knoxville, Tenn.
WOSH	WYTL Value Radio Corp., Oshkosh, Wis.
	Existing FM's
KLZE	KPEN Dowe Communications Co., Los Altos, Calif.

The Fifth Estate

Broadcasting ⚡ Oct 22

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Vol. 107 No. 17

Broadcasting □ Oct 22

A special report on the widening world of programing
A new twist on campaign coverage
A turbulent week for RKO

RKO TROUBLES □ Management changes are part of turbulent week at RKO. **PAGE 39.**

WEEK TWO □ First witnesses are called to testify in Westmoreland-CBS case. **PAGE 40.**

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BRIGHT NUMBERS □ ABC and RCA report robust earnings for third quarter. **PAGE 46.**

ANOTHER DAY □ FCC postpones decision on Dodge City, Kan., case. **PAGE 46.**

JUSTICE APPROVAL □ Justice Department discloses it won't challenge DBS trade association's setting of technical standards. **PAGE 50.**

WIDE WORLD OF PROGRAMING □ With the proliferation of media outlets, the world of programing is ever changing. The importance of the syndication market has increased greatly in recent years, a result both of higher production costs and of the need to recoup those costs later. And outlets (independent television stations, cable programers) are increasingly hungry for product. **PAGE 54.** Network production costs closing in on the $1-million production hour; the fall crop hasn't produced many hits, as blooper shows appear on their way out and action/adventure shows may have peaked. **PAGE 70.** On cable, advertiser-supported services are creating new programing to vie for viewers and ad dollars. **PAGE 80.**

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HELPING HAND □ Backyard earth station industry gets boost from cable bill. **PAGE 84.**

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PLATEAU □ Time Inc. reports slightly lower earnings as pace of growth in Video Group slows. **PAGE 96.**

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by KGIL(AM) San Fernando, Calif., air personality Jerry Bishop, and *City Rhythms*, a 60-minute urban contemporary artist profile show hosted by former WBLS(FM) New York program director Frankie Crocker. (*City Rhythms*, produced by ABC in conjunction with Inner City Broadcasting, was an "experimental" broadcast.)

The move, according to Bob Benson, vice president/senior executive, ABC Radio Networks, is the culmination of a six-month review after which ABC decided to channel its resources into building its major long-form program offerings which, he said, are among the best produced in their respective areas. However, Benson said ABC's new strategy doesn't mean the company views special programing as any less important. He said that concentrating on the best shows makes the most sense in terms of profit for the company and its impact on the stations.

Benson told BROADCASTING that clearance for the artist profile shows has been somewhat erratic and marginal because of the different appeal of individual performers to stations. "We were always trying to interest stations in them," he said.

Regarding *Continuous History of Rock 'n' Roll*, which is produced by *Rolling Stone*, Benson said the company didn't see a lot of growth potential for the series. "The show seems to have run its course," he noted. The program has been on ABC since January 1983. "We had to stop using our time and effort to clear stations for these [three] shows," said Benson.

ABC's focus in 1985 will center on five programs described as "heavy hitters." They are led by *American Top 40* with Casey Kasem, produced by ABC/Watermark and cleared on about 560 stations. Other continuing ABC Radio series are: *American Country Countdown*, produced by ABC-/Watermark and cleared on about 665 stations; *Silver Eagle Cross-Country Music Show*, a 90-minute recorded weekly concert highlighting two country music groups or artists aired on about 400 stations; *Supergroups*, periodic live and recorded 90-minute concert performances of contemporary music acts whose clearance varies from 150 to 300 stations, depending on the show, and *The King Biscuit Flower Hour*, a 60-minute weekly rock program distributed to about 200 stations. The last three shows are produced by D.I.R. Broadcasting, New York, which has a long-term program agreement with ABC Radio.

Benson said there will be at least 10 *Supergroups* programs in 1985 featuring either live and/or recorded-live performances. "But that figure depends on artist availability," he said.

Also continuing into 1985 are the special live "news" conferences of contemporary rock performers. Benson said these periodic broadcasts have become very popular with stations over the year. He underscored his point by noting that an Oct. 2 Robert Plant conference transmitted live from London cleared 133 stations on just three days notice. □

World Series carries NBC to victory

With seven of the week's top 10 programs, including four World Series games and one post-game wrapup, NBC-TV locked up first place in the prime-time ratings of the third week of the 1984-85 season by 6.8 rating points over CBS-TV and 7.1 rating points over ABC-TV.

For the week ended Oct. 14, the Nielsen numbers showed NBC with a 22.1/35, against 15.3/24 for CBS and 15.0/24 for ABC. It was NBC's highest weekly rating since its 26.3 in the September 1980 week in which its *Shogun* mini-series first appeared, and it propelled NBC into first place in the season-to-date ratings as well.

The combined three-network rating/share for the week came to 52.4/83, down slightly from 53.5/84 in the comparable week last year.

NBC won five of the seven nights and placed second on the two others: Thursday, won by CBS, and Saturday, taken by ABC. Of the five nights won by NBC, CBS placed second on all but Wednesday.

In addition to its World Series games, NBC had the week's highest rated show, ***The Burning Bed*** on its ***Monday Night Movie***, which scored a 36.2/52, making it NBC's highest-rated made-for-TV movie ever. Highlights, night by night, included:

- NBC's average for Monday night (30.1/45), powered by the top-ranking ***Burning Bed***, was just a rating point shy of matching those of CBS (15.7/23) and ABC (15.3/22) combined. CBS's ***Kate and Allie*** premiered with a 14.2/20 against the first half-hour of ***Burning Bed***, ranking 38th among the week's 62 programs.
- Tuesday night, with the first game of the World Series, NBC dominated every prime time half-hour and averaged 26.8/41 for the night. ABC and CBS presented their regular lineups and came out with 12.7/20 and 15.4/24, respectively.
- Game two of the series on Wednesday again took every half-hour and gave NBC 24.8/38 for the evening. ABC's regular Wednesday lineup did a 21.0/32 to CBS's 11.3/17. CBS's new ***Charles in Charge*** and ***Dreams***, back to back against NBC's baseball and ABC's ***Fall Guy***, had 13.2/21 and 11.2/17, respectively, ranking 43d and 57th.
- While baseball was off Thursday night, the vice presidential debate was on—on all three networks from 9 to 10:30 p.m., with analyses following. Ratings on the debate were not available last week, but in the analysis race CBS led with 14.0/23 to ABC's 12.4/21 and NBC's 11.9/20. NBC's ***Cosby Show*** (20.6/33) continued to shade its competition, the first half of CBS's ***Magnum*** (20.3/32) as well as the first half of a ***20/20*** special (8.6/14). CBS took the night with an 18.2/29 average.
- The World Series returned on Friday and NBC returned to first place, averaging 20.3/33. With their regular lineups, CBS had 18.3/30 and ABC 13.9/22.
- Saturday went to ABC with its new ***Finder of Lost Loves*** scoring a 12.9/24 against CBS's new ***Cover Up*** (12.1/22). A two-hour ***Partners in Crime*** on NBC at 9 to 11 p.m. came in with 13.0/23.
- Sunday also went to NBC, with a World Series overrun averaging 29.7/49 and with ***Knight Rider*** giving its best performance ever (19.3/28) and edging ABC's ***Hardcastle & McCormick*** (14.1/21) (although it fell a trifle short of the 19.4/29 posted by CBS's new ***Murder, She Wrote***). A repeat of part one of ***V: The Final Battle*** averaged 16.8/26 for NBC against ABC's Sunday night movie, ***Single Bars, Single Women***, which at 20.0/31 ranked 11th.

Rank	Show	Network	Rating/Share
1.	The Burning Bed	NBC	36.2/52
2.	World Series-Sunday	NBC	29.7/49
3.	World Series-Tuesday	NBC	27.7/44
4.	World Series-Wednesday	NBC	26.0/40
5.	Dynasty	ABC	25.1/36
6.	World Series post-Sunday	NBC	24.8/40
7.	Dallas	CBS	24.0/37
8.	World Series-Friday	NBC	21.5/35
9.	Bill Cosby Show	NBC	20.6/33
10.	Magnum, P.I.	CBS	20.3/32
11.	Single Bars & Single Women	ABC	20.0/31
12.	Murder, She Wrote	CBS	19.4/29
13.	Knight Rider	NBC	19.3/28
14.	Hotel	ABC	19.2/30
15.	Family Ties	NBC	19.1/30
16.	Fall Guy	ABC	18.6/29
17.	Falcon Crest	CBS	18.5/30
18.	World Series pre-Tuesday	NBC	18.2/31
19.	Jeffersons	CBS	17.9/26
20.	TV Bloopers & Practical Jokes	NBC	17.8/27
21.	Alice	CBS	17.0/26
22.	Scarecrow & Mrs. King	CBS	16.9/25
23.	V: The Final Battle	NBC	16.8/26
24.	Scorned and Swindled	CBS	16.7/26
25.	Trapper John, M.D.	CBS	16.6/28
26.	Love Boat	ABC	16.3/28
27.	Benson	ABC	16.2/28
28.	World Series pre-Wed.	NBC	15.5/27
29.	Country Music Awards	CBS	15.5/23
30.	Three's A Crowd	ABC	15.4/23
31.	Webster	ABC	15.2/25
32.	Diff'rent Strokes	NBC	14.9/27
33.	Gimme A Break	NBC	14.6/26
34.	49ers vs. Giants	ABC	14.6/23
35.	60 Minutes	CBS	14.5/23
36.	Matt Houston	ABC	14.4/23
37.	Foulups, Bleeps & Blunders	ABC	14.3/23
38.	Kate & Allie	CBS	14.2/20
39.	Hardcastle & McCormick	ABC	14.1/21
40.	VP debate analysis	CBS	14.0/23
41.	Call to Glory	ABC	14.0/21
42.	World Series pre-Friday	NBC	13.7/25
43.	Charles in Charge	CBS	13.2/21
44.	Partners in Crime	NBC	13.0/23
45.	Finder of Lost Loves	ABC	12.9/24
46.	Mike Hammer	CBS	12.9/23
47.	AfterMASH	CBS	12.8/20
48.	E/R	CBS	12.8/19
49.	Paper Dolls	ABC	12.7/19
50.	T.J. Hooker	ABC	12.5/23
51.	Dukes of Hazzard	CBS	12.4/21
52.	VP debate analysis	ABC	12.4/21
53.	Cover-Up	CBS	12.1/22
54.	Airwolf	CBS	11.9/22
55.	VP debate analysis	NBC	11.9/20
56.	Hawaiian Heat	ABC	11.6/18
57.	Dreams	CBS	11.2/17
58.	Attack on Fear	CBS	10.9/16
59.	Jessie	ABC	10.6/17
60.	Ripley's Believe It Or Not	ABC	9.5/15
61.	NFL Football	CBS	9.2/16
62.	20/20	ABC	8.6/14

*indicates premiere episode

change ERP to 3.75 kw and change HAAT to 463.792 ft. App. Oct. 12.

■ WKKJ (93.3 mhz) Chillicothe, Ohio—Seeks CP to change ERP to 22.1 kw. App. Oct. 11.

■ KMCO (101.3 mhz) McAlester, Okla.—Seeks mod. of lic. to operate formerly authorized facilities as aux. sys. App. Oct. 10.

TV's

Accepted

■ WGGN-TV (ch. 52) Sandusky, Ohio—Seeks MP to change ERP to vis. 1,073.4 kw, aur. 107.3 kw; change to DA, and change TL. App. Oct. 10.

■ KTZZ (ch. 22) Seattle—Seeks MP to change HAAT to 894 ft.; change to DA, and change TL. App. Oct. 12.

Actions

AM

■ WMOO (660 khz) Mobile, Ala.—Granted app. to change city of lic. to Fairhope, Ala.; add nighttime service with 1 kw; install DA-N; change freq. to 1550 khz; change SL to one mile east of Daphane, Ala., and make changes in ant. sys. Action Sept. 26.

FM's

■ WZYP (104.3 mhz) Athens, Ala.—Dismissed app. to change HAAT to 1,050 ft. Action Oct. 4.

■ WRSA (96.9 mhz) Decatur, Ala.—Dismissed app. to change HAAT to 1,127 ft. and make changes in ant. sys. Action Oct. 4.

■ KTEI (105.5 mhz) Piggot, Ark.—Kennett, Mo.—Returned app. to add Kennett, Mo., as another community of lic. Action Oct. 4.

■ KTTI (95.1 mhz) Yuma, Ariz.—Granted app. to change TL; change ERP to 25 kw, and change HAAT to 29.9 ft. Action Sept. 28.

■ KUTE (101.9 mhz) Glendale, Calif.—Granted app. to change SL to 1989 Riverside Dr., Los Angeles and operate transmitter by remote control. Action Sept. 14.

■ KFAC-FM (92.3 mhz) Los Angeles—Dismissed app. to change ERP to 39 kw; change HAAT to 2,910 ft., and make changes in ant. sys. Action Oct. 4.

■ KZLA-FM (93.9 mhz) Los Angeles—Granted app. to change SL to 5700 Sunset Blvd. Action Oct. 5.

Summary of broadcasting
as of September 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,658	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,3
FM translators	789	444	1,233
Commercial VHF TV	536	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,180	311	1,491
VHF LPTV	202	74	275
UHF LPTV	102	132	240
Total LPTV	295	210	505
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ KXVR (99.5 mhz) Mountain Pass, Calif.—Denied app. to change SL to Interstate 15 and East Main St., Barstow, Calif. Action Oct. 9.

■ *KCSN (88.5 mhz) Northridge, Calif.—Returned app. to change TL; change ERP to .06 kw, and change HAAT to 2,068 ft. Action Oct. 9.

■ KJAX (99.3 mhz) Stockton, Calif.—Dismissed app. to change ERP to 2.63 kw; change HAAT to 331 ft., and make changes in ant. sys. Action Oct. 4.

■ KVVQ (103.1 mhz) Victorville, Calif.—Granted app. to change SL to 1,000 ft. South of Victorville city limits. Action Oct. 5.

■ WEBE (107.9 mhz) Westport, Conn.—Denied app. to change SL to 50 Washington St., South Norwalk, Conn. Action Sept. 14.

■ WQIK-FM (99.1 mhz) Jacksonville, Fla.—Dismissed app. to change TL and change HAAT to 574 ft. Action Oct. 4.

■ WJAD (97.3 mhz) Bainbridge, Ga.—Granted app. to change ERP to 100 kw and change change HAAT to 1,012.8 ft. Action Sept. 28.

■ WLKC (93.5 mhz) St. Marys, Ga.—Granted app. to change SL to 302 Osborn St. Action Oct. 5.

■ KMAF (107.7 mhz) Topeka, Kan.—Granted app. to change TL; change HAAT to 1,214.4 ft, and make changes in ant. sys. Action Sept. 28.

■ KTPK (106.9 mhz) Topeka, Kan.—Dismissed app. to change TL; change HAAT to 1,209.4 ft., and make changes in ant. sys. Action Oct. 4.

■ WATD (95.9 mhz) Marshfield, Mass.—Dismissed app. to change TL; change SL to 440 Grove St., Marshfield; operate transmitter by remote control; change ant.; change ERP to 1.26 kw; change HAAT to 460 ft., and make changes in ant. sys. Action Oct. 4.

■ WKSA-FM (101.5 mhz) Isabella, P.R.—Returned app. to change TL; change ERP to 50 kw, and change HAAT to .424 ft. Action Oct. 9.

■ WCKN-FM (101.1 mhz) Anderson, S.C.—Dismissed app. to change HAAT to 1,012 ft. Action Oct. 4.

■ WWKX (104.5 mhz) Gallatin, Tenn.—Dismissed app. to change HAAT to 1,306 ft. Action Oct. 4.

■ KZFM (95.5 mhz) Corpus Christi, Tex.—Dismissed app. to change TL and change HAAT to 1,105 ft. Action Oct. 4.

TV's

■ KMSG (ch. 59) Sanger, Calif.—Returned app. to change SL to Fresno, Calif. Action Oct. 4.

■ WWHT (ch. 68) Newark, N.J.—Granted app. to change HAAT to 1,434.6 ft. Action Oct. 4.

■ WSNL-TV (ch. 67) Smithtown, N.Y.—Granted app. to change HAAT to 719 ft. Action Oct. 4.

■ WSQY-TV (ch. 66) Forest City, N.C.—Dismissed app. to change ERP to vis. 1,919 kw, aur. 192 kw; change HAAT to 1,967 ft.; change ant., and change transmitter. Action Oct. 3.

■* WMTJ (ch. 40) Fajardo, P.R.—Granted app. to change ERP to vis 96.38 kw, aur. 9.64 kw; change HAAT to 2,754 ft.; change ant., and change TL. Action Oct. 4.

In Contest

The commission made the following decisions:

Seaford, Del. (L.E.O. Broadcasting Inc.) TV Proceeding. ALJ John B. Conlin's summary decision granting L.E.O.'s app. for new TV station on ch. 38 at Seaford became effective Oct. 5.

Miami (ECBC Corp.) AM Proceeding. ALJ Walter C. Miller's summary decision granting ICBS's app. for a new AM station on 670 khz, unlimited time at Miami became effective Oct. 10.

Baltimore and Washington, et al., (American Teleservices Inc.) DPLMERS Proceeding. ALJ Joseph Stirmer's summary decision granting American Teleservices' apps. for additional one-way facilities to operate on freq. 43.60 mhz for stations KU0650 and KU0651 became effective on Sept. 20.

ALJ John H. Conlin made the following decision:

Fort Worth (Educational Television of the Southwest Inc. and Texas Educational Network Inc.) Ed. TV Proceeding. Granted joint request for settlement agreement; dismissed Texas Educational's app.; granted Educational Television's app. for new noncommercial educational TV station at Fort Worth, and terminated proceeding. By order, Oct. 10.

ALJ Frederic J. Coufal made the following decision:

Los Ranchos de Albuquerque, N.M. (Don R. Davis and Sally J. Martinez Broadcasting) AM Proceeding. By separate orders: granted Davis's motion and dismissed Martinez's app. with prejudice; conditionally granted Davis' app. for a new AM station at Los Ranchos de Albuquerque, and terminated proceeding. By orders, Oct. 9.

ALJ Edward J. Kuhlman made the following decisions:

Los Angeles and Norwalk, Calif. (RKO General Inc. and Fidelity Television Inc.) TV Proceeding. Granted motions by Fidelity and Adwave Co., et al., to add issues to determine, among other things, whether RKO committed violations of Section 73.1205, fraud, or other misconduct contrary to the public interest, whether it was lacking in candor, and the effect on its basic and comparative qualifications. By MO&O, Oct. 10.

Salt Lake City and West Valley City, Utah (Utah Television Associates, Limited Partnership, et al.) TV Proceeding. Granted motion by Salt Lake City Utah T.V. Inc. and dismissed its app. with prejudice. By MO&O, Sept. 20.

Annandale, Va. (Archilla-Marcocci Spanish Radio Company, et al.) AM Proceeding. Granted petition to delete air hazard issue by Archilla-Marcocci. By MO&O, Sept. 20.

ALJ Edward Luton made the following decisions:

Augusta, Ga. (Independent Masters Ltd. and Augusta Broadcasting Co.) TV Proceeding. Granted Augusta's motion to extent that Independent's app. will be dismissed in 14 days if Independent has not restored control of corporation to that which existed on cut-off date and withdrawn its Aug. 23 amendment transferring control. By MO&O, Sept. 11.

Wilson, N.C. (Family Television 30 Inc., et al.) TV Proceeding. Granted motion for summary decision by Elcom Inc. and resolved air hazard issue in its favor. By order, Oct. 9.

ALJ Walter C. Miller made the following decisions:

Kernville, Calif. (Ruby Willette Thoen and Kern Valley

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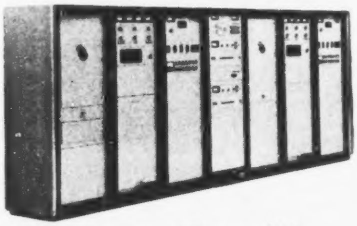

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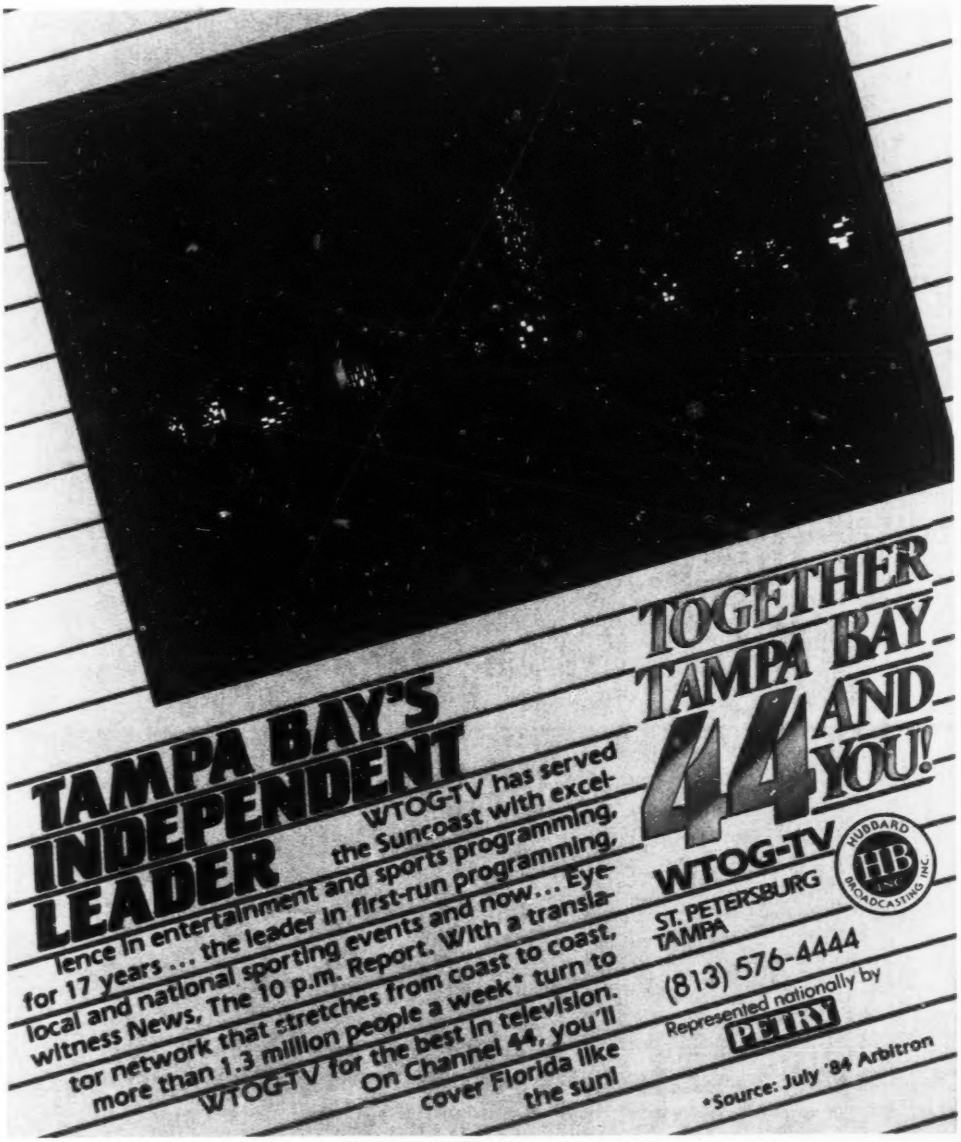

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54th Year 1984

Campaign '84: The final hours

Vol. 107 No. 18

Broadcasting ☐ Oct 29

TV figures heavily in final week of Campaign '84
Pool coverage rules called into question
ATC's Collins tapped for HBO presidency

HOME STRETCH ☐ Presidential candidates' final hurrah for Campaign '84 includes flurry of television advertising buys to reinforce their messages. **PAGE 27.**

POOL PROBLEMS ☐ Although WPIX loses decision to become part of pool coverage, judge questions some of the coverage rules. **PAGE 29.**

NEW JOB ☐ HBO taps ATC's Joe Collins to head largest pay cable network. **PAGE 30.**

DECEMBER COMEBACK ☐ Radio reps and executives at networks report strong December numbers will produce healthy fourth-quarter gain. **PAGE 31.**

ON HOLD ☐ MDS operators angered by deletion of MMDS lottery item from FCC agenda. **PAGE 32.**

ON THE HILL ☐ Arlen Specter holds congressional hearing on effects on children of televised sex and violence. **PAGE 33.**

ON TAP ☐ FCC's McKinney sees commission action on must-carry for TV stereo and other services in near future. **PAGE 38.**

DEJA VU ☐ President vetoes CPB spending bill authorizing funds for fiscal years 1987 through '89. **PAGE 38.**

LOGGING IN ☐ FCC receives comments on eligibility requirements for ITFS licenses. **PAGE 42.**

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■ **Television Information**—Chairman to be

Week 4: It's CBS, NBC, ABC

During the first normal week of the 1984-85 prime time season, a week without baseball playoffs, World Series games or other specials (although interrupted by the presidential candidate debates on Sunday night), CBS won the week ending Oct. 21 (week number four) with an average 16.4 rating and 27 share. NBC came in second with a 15.8/26, and ABC pulled up last with a 15.3/25.

CBS had five of the top 10 shows, compared to NBC which had four and ABC which had one—*Dynasty*, the top rated show of the week with an average 26.1/40, its largest rating, according to ABC, since last season's premiere.

CBS won Monday, Thursday, Friday and Sunday; NBC won Tuesday; ABC had victories on Wednesday and Saturday. The highest nightly average for any network during the week was ABC's Wednesday 22.6 rating achieved by its regular lineup of *Fall Guy*, *Dynasty* and *Hotel*.

The combined network rating/share was 47.5/78 compared to a 49.5/78 for the same period last year.

NBC's *Bill Cosby Show* found itself again in the top 10 with an average 21.3/34, beating for the fourth consecutive week the half-hour portion of *Magnum, P.I.* on CBS opposite it.

Highlights of the week, night by night:

■ CBS won Monday based on the leading performance of its regular schedule, although it took the 8-9 period with *Scarecrow & Mrs. King* by one-tenth of a rating point over NBC's *TV Bloopers and Practical Jokes*. ABC's *Monday Night Football* averaged a 16.5/28 and reached its highest rating since Sept. 10.

■ NBC rode to a seven-rating-point victory over its nearest competitor Tuesday night powered by its regular lineup of *A-Team*, *Riptide* and *Remington Steele*.

■ ABC was the easy winner Wednesday night with its regular line-up of *Fall Guy*, *Dynasty* and *Hotel* never falling under a 31 share. NBC came in second, averaging a 23 share for the night, while CBS's *Charles in Charge* and *Dreams* were among the lowest ranking programs.

■ CBS took its second nightly win of the week on Thursday as it won every half-hour after 9 p.m. with *Simon & Simon* and *Knots Landing*.

■ CBS took another nightly win on Friday with a strong showing in the post-9 p.m. periods by *Dallas* and *Falcon Crest*. *Dallas* was the second-highest rated show of the week, averaging a 24.6/40. CBS's *Dukes of Hazzard*, however, scored a 12.6/22 at 8-9 and was outrated by ABC's comedy block opposite it and a repeat of the mini-series *V: The Final Battle* on NBC.

■ ABC won Saturday night on the strength of *Love Boat*, while the shows that preceded it and followed it lost out to programing on the other two networks.

■ CBS took Sunday night, although the debates took a big chunk of the evening and national ratings were not available at press time for that period. Still, CBS won the evening powered by the 35 share it had going into the debates provided by *60 Minutes*.

Rank	Show	Network	Rating/Share
1.	Dynasty	ABC	26.1/40
2.	Dallas	CBS	24.6/40
3.	A Team	NBC	24.3/38
4.	Hotel	ABC	22.5/38
5.	Cagney & Lacey	CBS	21.6/34
6.	60 Minutes	CBS	21.4/35
7.	Bill Cosby Show	NBC	21.3/34
8.	Simon & Simon	CBS	21.2/32
9.	Newhart	CBS	21.0/31
10.	Riptide	NBC	20.8/33
11.	Magnum, P.I.	CBS	20.3/32
12.	Kate & Allie	CBS	20.0/29
13.	Knot's Landing	CBS	19.7/33
14.	Falcon Crest	CBS	19.4/33
15.	Family Ties	NBC	19.3/29
16.	Fall Guy	ABC	19.2/31
17.	Cheers	NBC	18.6/28
18.	His Mistress	NBC	18.3/31
19.	Remington Steele	NBC	17.6/30
20.	Jeffersons	CBS	17.3/26
21.	Scarecrow & Mrs. King	CBS	17.0/28
22.	TV Bloopers and Prac. Jokes	NBC	16.9/26
23.	Hill Street Blues	NBC	16.7/28
24.	V: The Final Battle, part 2	NBC	16.7/26
25.	Green Bay vs. Denver	ABC	16.5/28
26.	Love Boat	ABC	16.2/28
27.	Night Court	NBC	16.2/25
28.	Highway to Heaven	NBC	16.1/26
29.	Webster	ABC	16.0/27
30.	Trapper John, M.D.	CBS	16.0/26
31.	Cover Up	CBS	15.8/29
32.	New Orleans vs. Dallas	ABC	15.3/31
33.	Facts of Life	NBC	15.0/23
34.	Benson	ABC	14.7/26
35.	NFL (Sunday,7-7:30)	NBC	14.3/26
36.	Gimme a Break	NBC	14.1/25
37.	Finder of Lost Loves	ABC	14.1/25
38.	Sentimental Journey	CBS	14.0/23
39.	Three's a Crowd	ABC	14.0/22
40.	20/20	ABC	13.8/23
41.	Paper Dolls	ABC	13.6/21
42.	World's Greatest Mysteries	ABC	13.6/21
43.	Miami Vice	NBC	13.5/23
44.	V: The Final Battle, part 3	NBC	13.4/23
45.	Foulups, Bleeps & Blunders	ABC	13.4/22
46.	Diff'rent Strokes	NBC	13.3/24
47.	Mike Hammer	CBS	13.3/23
48.	It's Your Move	NBC	13.3/21
49.	Grease	ABC	12.9/20
50.	T.J. Hooker	ABC	12.8/23
51.	St. Elsewhere	NBC	12.7/21
52.	Dukes of Hazzard	CBS	12.6/22
53.	Jessie	ABC	12.2/21
54.	Nairobi Affair	CBS	12.2/20
55.	Matt Houston	ABC	11.9/20
56.	Charles in Charge	CBS	11.8/19
57.	Partners in Crime	NBC	11.6/20
58.	Airwolf	CBS	11.3/20
59.	Hawaiin Heat	ABC	11.1/18
60.	Punky Brewster	NBC	9.9/16
61.	Ripley's Believe It or Not	ABC	9.4/16
62.	Dreams	CBS	9.4/15
63.	AfterMASH	CBS	9.3/15
64.	E/R	CBS	8.9/14
65.	Hot Pursuit	NBC	8.8/16

*indicates premiere episode

State to Weir Radio Corp. for $750,000, comprising $200,000 cash and remainder note. Buyer is owned by Edward T. Giller. It owns WFBG-AM-FM Altoona, Pa., and WLEE(AM) Richmond, Va. It also is app. for new FM in Shinnston, W.Va. Buyer is owned by Donald Devoriss (95%) and John Rambo (5%). Devoriss formerly owned and Rambo is general manager of WEIR(AM). Filed Oct. 15.

■ WNNO-AM-FM Wisconsin Dells, Wis. (AM: 900 khz; 1 kw-D; FM: 107.1 mhz; 2.6 kw; HAAT: 320 ft.)—Seeks assignment of license from Voss Radio Inc. to Armada Broadcasting Co. for $375,000 cash, including $50,000 noncompete agreement. Seller is owned by Gary Voss who has no other broadcast interests. Buyer is principally owned by Jerome A. Gerke and L. Robert Van Genderen. Van Genderen is Mitchell, S.D.-based broadcast consultant. Gerke is general manager of KLSC(AM) Watertown, S.D. It has no other broadcast interests. Filed Oct. 19.

New Stations

AM's

■ Laneville, Tenn.—Joan Maddox seeks 800 khz; 500 w. Address: 1000 Kilgore Dr., Henderson, Tex. 75652. Principal has no other broadcast interests. Filed Oct. 22.

■ Spencer, Tenn.—Tollye Wayne Tittsworth seeks 760 khz; 1 kw-D. Address: 107 Clearview Dr., McMinnville, Tenn. 37110. Principal has no other broadcast interests. Filed Oct. 17.

■ Tomball, Tex.—Emily L. Duncan seeks 700 khz; 1 kw-D; 250 w-N. Address: 425 Holderrieth, Suite 214, Tomball 77375. Principal has no other broadcast interests. Filed Oct. 18.

■ Plover, Wis.—Quantum Broadcasting seeks 750 khz; 500 w-D. Address: 2031 Green Tree Rd., Junction City, Wis. 54443. Principal is owned by Marylyn Kotas (60%) and her husband, Ronald (40%). It has no other broadcast interests. Filed Oct. 18.

FM's

■ *Athens, Ga.—Georgia Public Telecommunications Commission seeks 89.5 mhz; 7.56 kw; HAAT: 430 ft. Address: 1540 Stewart Ave. NW, Atlanta 30310. Principal is state agency headed by Frank C. Jones, chairman. It operates eight TV's and has CP's for three new FM's. Filed Oct. 18.

■ *Belpre, Ohio—Lower Ohio Valley Educational Corp. seeks 89.1 mhz; 25 kw; HAAT: 199 ft. Address: P.O. Box 473, 45714. Principal is nonprofit corporation headed by Anthony L. Atkinson. It has no other broadcast interests. Filed Oct. 22.

■ *Bend, Ore.—Oregon Commission on Public Broadcasting seeks 91.3 mhz; 25 kw; HAAT: 603 ft. Address: 2828 S.W. Front Ave., Portland, Ore. 97201. Principal is state agency headed by Kathryn Boe, chairman. It operates one AM, one FM and four TV's. One member of board, Ted Smith, owns KUMA-AM-FM Pendleton and KJDY(AM) John Day, both Oregon. Filed Oct. 19.

■ Medford, Ore.— Timothy P. Woodward seeks 103.5 mhz; 100 kw; HAAT: 600 m. Address: 786 Glendover Ct., Lexington, Ky. 40502. Principal is app. for four new FM's. His father, Dr. Sewell Woodward, has interest in app. for two new TV's. Filed Oct. 15.

■ Bluffton, S.C.—Dohara Associates Inc. seeks 107.1 mhz; 3 kw; HAAT: 310 ft. Address: 142A Viola Rd., Hilton Head Island, S.C. 29925. Principal is owned by Dorothy H. Aranda, who is advertising coordinator for WHHQ(AM)-WHHR(FM) Hilton Head Island, S.C. Filed Oct. 15.

Summary of broadcasting
as of September 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,658	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,338
FM translators	789	444	1,233
Commercial VHF TV	536	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,180	311	1,491
VHF LPTV	202	74	276
UHF LPTV	102	132	234
Total LPTV	295	210	505
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Bluffton, S.C.—Dora E. Overstreet seeks 107.1 mhz; 3 kw; HAAT: 328 ft. Address: Rte. 2, Box 445, Baxley, Ga. 31513. Principal has no other broadcast interests. Filed Oct. 18.

■ Bluffton, S.C.—Sharon R. Fulmer seeks 107.1 mhz; 3 kw; HAAT: 328 ft. Address: 307 Myers Rd., Liverpool, N.Y. 13088. Principal has no other broadcast interests. Filed Oct. 18.

■ *Amarillo, Tex.— Southwest Educational Media Foundation seeks 89.1 mhz; 3 kw; HAAT: 300 ft. Address: 199 West Prien Lake Rd., Lake Charles, La. 70605. Principal is nonprofit corporation headed by T. Kent Atkins. It also is app. for new nine new FM's. Atkins, individually, is app. for three new FM's. Filed Oct. 18.

■ Victoria, Tex.—Sand Dollar Communications Inc. seeks 100.9 mhz; 3 kw; HAAT: 311 ft. Address: 407 Cosgrove, San Antonio, Tex. 78210. Principal is owned by Larry S. Tschirhart (31%); his wife, Shanna (20%); Rodolfo Ramirez (20%), and Carl Upchurch (29%). Tschirhart is chief engineer at KEDA(AM) San Antonio, Tex. He was former owner of KNCI(AM) Boerne, Tex. Ramirez is announcer at KXZL(FM) San Antonio. Others have no other broadcast interests. Filed Oct. 16.

■ Victoria, Tex.—Yolanda G. Dorsett seeks 100.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 354, Alice, Tex. 78333. Principal's brother, Hector P. Gonzalez, owns KXTO(FM) Odem, Tex. Filed Oct. 18.

■ Victoria, Tex.—TRG Broadcasting Systems Inc. seeks 100.9 mhz; 3 kw; HAAT: 328 ft. Address: Box 422, Centerville, Tex. 75833. Principal is owned by Robert Gilchrist. It also is app. for new TV's in Jacksonville and Lubbock, and new FM in Galveston, all Texas. Filed Oct. 16.

■ *Victoria, Tex.—Acerbio Technological University College seeks 91.7 mhz; .250 kw; HAAT: minus 166 ft. Address: P.O. Box 1806, Acerbio, P.R. 00613. Principal is state owned educational institution, headed by Marcos A. Morell, Dean. It has no other broadcast interests. Filed Oct. 18.

■ Victoria, Tex.—Victoria Radio Broadcasting Limited Partnership seeks 100.9 mhz; 3 kw; HAAT: 300 ft. Address: 1240 Villa Maria Rd., Bryan, Tex. 77801. Principal is owned by Karen Vance (20%) and her mother, Carolyn (80%). Carolyn Vance owns KTAM(AM)-KORA(FM) Bryan, Tex. Filed Oct. 18.

■ *Weatherford, Tex.—Weatherford Educational Broadcasting Foundation seeks 89.5 mhz; .368 kw; HAAT: 205 ft. Address: Rte. 3, Box 90-C, 76086. Principal is nonprofit corporation headed by Terry Simpson. It has no other broadcast interests. Filed Oct. 22.

Facilities Changes

Applications

AM's

Tendered

■ WCSL (1590 khz) Cherryville, N.C.—Seeks CP to increase power to 1 kw; change TL, and make changes in ant. sys. App. Oct. 17.

■ WPJM (1540 khz) Adamsville, Tenn.—Seeks CP to change freq. to 960 khz; change power to 500 w, and change to non-DA. App. Oct. 15.

Accepted

■ WBAM (740 khz) Montgomery, Ala.—Seeks CP to change TL and change DA pattern. App. Oct. 22.

■ KURM (790 khz) Rogers, Ark.—Seeks mod. of lic. to operate by remote control. App. Oct. 17.

■ WPOK (1080 khz) Pontiac, Ill.—Seeks mod. of lic. to operate transmitter by remote control. App. Oct. 15.

■ WNSH (1570 khz) Beverly, Mass.—Seeks mod. of lic. to change SL to Pickering Wharf, Salem, Mass. App. Oct. 15.

■ WXYZ (1270 khz) Detroit—Seeks mod. of lic. to change SL to 15600 West Twelve Mile Rd., Southfield, Mich. App. Oct. 16.

■ WHTC (1450 khz) Holland, Mich.—Seeks CP to make changes in ant. sys. App. Oct. 17.

■ WSTA (1340 khz) Charlotte Amalie, V.I.—Seeks CP to increase power to 1 kw. App. Oct. 16.

■ KOZI (1230 khz) Chelan, Wash.—Seeks CP to change TL. App. Oct. 17.

■ KGNW (1150 khz) Seattle—Seeks mod. of lic. to change SL to 12011 N.E. First St., Bellevue, Wash. App. Oct. 16.

■ WEMP (1250 khz) Milwaukee—Seeks mod. of lic. to operate transmitter by remote control. App. Oct. 16.

Canceled

■ WPRY (1400 khz) Perry, Fla.—CP to increase height of ant. Canceled Oct. 16.

■ WWNS (1240 khz) Statesboro, Ga.—CP to make changes in ant. sys. Canceled Oct. 16.

■ WCIL (1020 khz) Carbondale, Ill.—CP to make changes in ant. sys. Canceled Oct. 16.

■ WELY (1450 khz) Ely, Minn.—CP to make changes in ant. sys.; change TL, and install new ground sys. Canceled Oct. 19.

■ WCKL (560 khz) Catskill, N.Y.—CP to make changes in ant. sys. Canceled Oct. 17.

FM's

Accepted

■ WKMX (106.7 mhz) Enterprise, Alaska—Seeks CP to

On October 9, 1984
LCC, INC.
Finalized their acquisition of
KLBB-AM, MINNEAPOLIS, MINNESOTA
FROM MALRITE COMMUNICATIONS GROUP, INC.
We were pleased to have acted as exclusive brokers
in this transaction
H.B. LA RUE, MEDIA BROKER
500 East 77th St. #1909, New York, N.Y. 10021 (212) 288-0737
44 Montgomery St. #500. San Francisco, CA 94104 (415) 434-1750
6600 Powers Ferry Rd. #205, Atlanta, GA 30339 (404) 956-0673.